65

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 7 No. 10

WASHINGTON, D. C.
NOVEMBER 15, 1934

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

50,000 WATTS

KDKA
PITTSBURGH

A new cycle of radio achievement! On November 2, 1934, KDKA, America's Pioneer Radio Station opened new studios in the Grant Building. Artistically and technically they are the last word in efficiency, insuring even more toneful and faithful reproduction of your programs and commercial credits. Use KDKA for results!

Above illustration is a photograph of window display in main lobby of Grant Building, Pittsburgh, Pa.

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY

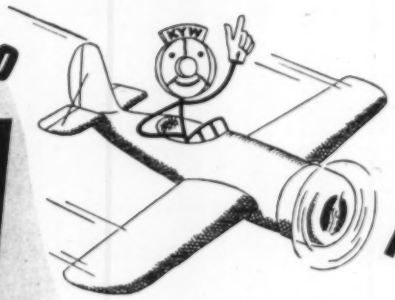
NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO
WEAF & WJZ WRC & WMAL WMAQ & WENR KPO, KGO & KYA

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

XUM

FROM CHICAGO TO

KYW



PHILADELPHIA

WILL BROADCAST FROM PHILADELPHIA BEGINNING DECEMBER 3rd

● INHERITING OVER HALF A MILLION LISTENERS

ON THE RED NETWORK

KYW becomes the new Philadelphia outlet of NBC's Red Network! There being over a half a million inveterate NBC listeners in the Philadelphia area, KYW is the first station in radio history to broadcast its inaugural program to a ready-made audience of a size to interest alert advertisers.

KYW 10,000 WATTS 1020 KILOCYCLES

Showing the relative power of

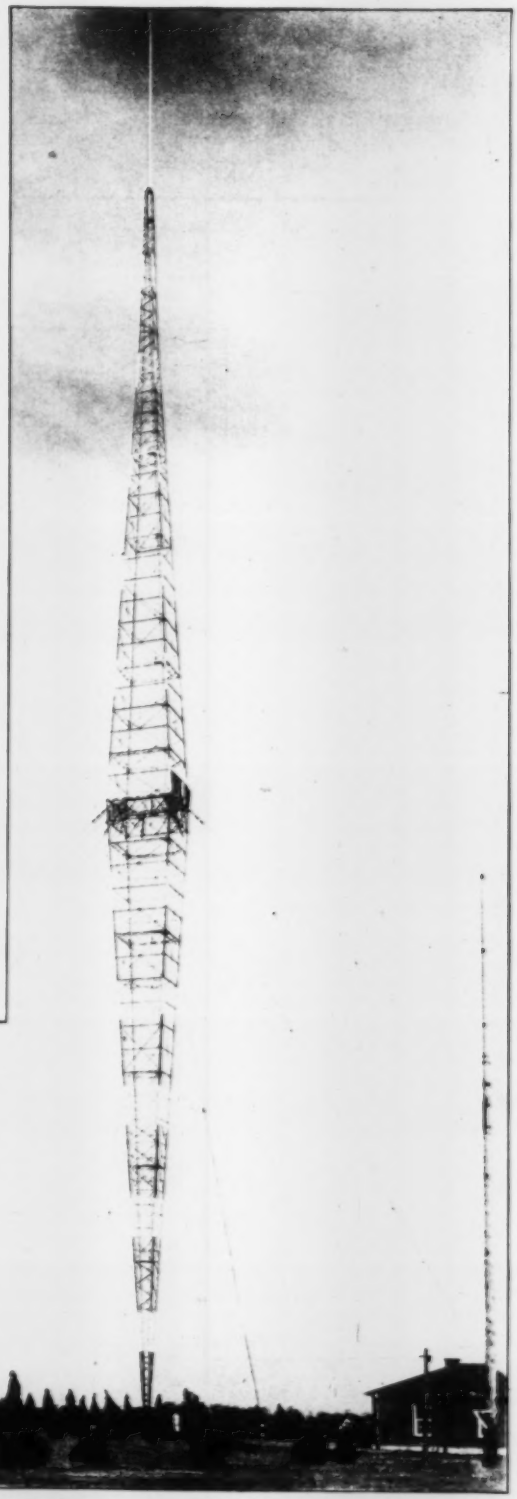
WLW "the Nation's Station"

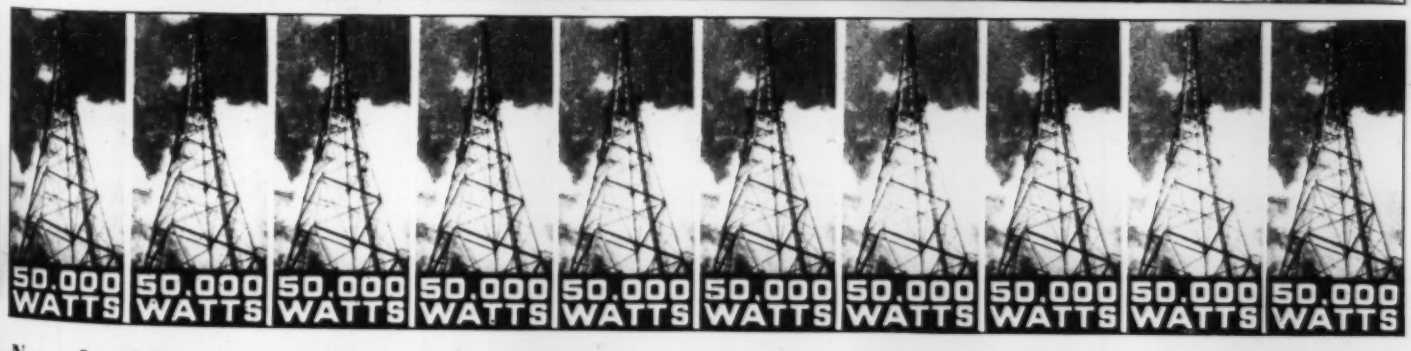
500,000 Watts

Most Powerful in the World

At all hours WLW has such a great portion of the national radio audience that no national radio campaign is complete without it. By itself WLW offers a vast radio audience in the center of America's best market.

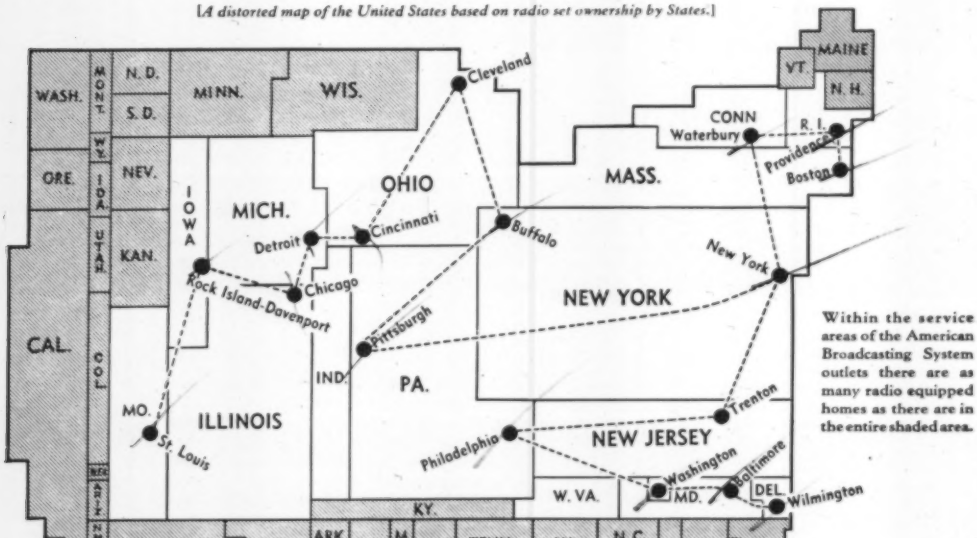
THE CROSLEY RADIO CORPORATION
POWEL CROSLEY, Jr., *President* CINCINNATI





A B S

[A distorted map of the United States based on radio set ownership by States.]



Within the service areas of the American Broadcasting System outlets there are as many radio equipped homes as there are in the entire shaded area.

. . . an abundance of ears and pocketbooks . . . no stony pastures

Every schoolboy remembers his astonishment when he learned that if a tree fell down in a desert and there was no one there to hear it fall—it wouldn't make a sound.

The fourteen cities covered by the American Broadcasting System shopping areas represent 86% of the total population residing in and around cities of 25,000 or more in the basic area—and approximately seven million radio homes in seventeen of the principal buying centers of the United States—a concentrated coverage in metropolitan centers where there are ears to hear your program and pocketbooks to buy what you have to sell.

And at a cost so low that, for the first time, network broadcast, with live talent, is within reach of the most modest appropriation.

Invest your radio dollar without waste—buy listeners, not landscapes.

AMERICAN BROADCASTING SYSTEM, INC.

☆

1697 Broadway . New York City

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING
and
Broadcast Advertising

Vol. 7 No. 10 WASHINGTON, D. C., NOVEMBER 15, 1934 $3.00 A YEAR—15c A COPY

Tugwell Bill to Overshadow Wave Plan

By SOL TAISHOFF

New Congress, Complexion Changed by Election, Will See Renewal of Conflict Over Food and Drug Control

LEGISLATION to regulate the sale and advertising of foods, drugs and cosmetics, rather than class allocations of broadcast facilities, promises to be the major conflict in which radio will be involved at the coming session of Congress.

Several of the arch-enemies of commercial radio who have championed the causes of educational, religious and labor groups for slices of the broadcast band were deleted from the Congressional roster in the nation-wide elections this month. But returned to the Senate was Senator Copeland (D.), of New York, co-author of the so-called Tugwell-Copeland bill for a new food, drugs and cosmetics law, which was defeated during the last session despite five separate legislative attempts in the form of substitute bills to jam it through.

That a new and even more vigorous battle will be waged by protagonists of legislation following the Tugwell theory is strongly evident. At his office in the Capitol Nov. 9, Senator Copeland informed the writer that he would introduce a new measure shortly after Congress convenes Jan. 3. In general terms, he said, the bill will be similar to his last measure, which drew fire from the several major industries affected and brought to Washington the strongest array of food, drug and cosmetic manufacturers, media executives and advertising agency heads ever mustered against a single piece of legislation.

Believes It Will Pass

SENATOR COPELAND declared that he has engaged, to draft the new measure, Ole Salthe, for many years director of the Bureau of Foods & Drugs of the New York Department of Health, which the Senator himself headed earlier in his career. He declared he confidently expected the legislation to pass during the session, despite any opposition from industrial forces.

When Congress adjourned last June without acting on the final Tugwell-Copeland draft, the New York Senator predicted that a "far more drastic measure" would be introduced in January, sponsored by the Department of Agriculture and under the immediate direction of Rexford Guy Tugwell, Undersecretary of Agriculture, then identified as "No. 1" man in the Presidential "brain trust." Simultaneously, Prof. Tugwell announced that the administration intends to get through a "satisfactory law." He blamed "opposition of the interests which would have been controlled by the legislation" as responsible for its failure. Since then Prof. Tugwell has been dispatched on an European agricultural mission, from which he has not yet returned.

Changes in Senate

MEANWHILE, a combination of factors tends to support the view that the new Congress will not run rampant on the subject of class-allocation of facilities, which admittedly would seriously cripple the service of commercial broadcasting. Eliminated from the Senate by the Democratic landslide are such figures as Hatfield of West Virginia, co-author of the Wagner-Hatfield amendment which would have allocated 25 per cent of all facilities to so-called non-profit groups; Fess of Ohio, who fathered the first educational-radio bill four years ago for 15 per cent of all facilities; Hebert of Rhode Island, who supported the Wagner-Hatfield Bill and who introduced several copyright measures which would have provided for automatic copyright of music with resultant serious danger to users of such music, and several other members of the upper house who voted for the Wagner-Hatfield amendment.

In the House, the leading radio-baiter—McFadden of Pennsylvania—went down to defeat after a 20-year tenure. One of the most bitter opponents of commercial radio, he launched repeated attacks upon networks and stations and demanded a half-dozen different investigations, all of which came to naught. He also espoused the sequel to the Wagner-Hatfield amendment in the House, but it died in committee. Also departing from the House is McGugin of Kansas, who on occasions has run wild on the subject of radio.

Committee Heads

SUCCEEDING Senator Dill, co-author of both the Radio Act of 1927 and the Communications Act of 1934, as chairman of the Senate Interstate Commerce Committee, charged with radio regulation, will be Senator Wheeler (D.), of Montana. Chairmanship of the House Merchant Marine, Radio & Fisheries Committee will remain with Rep. Bland (D.), of Virginia, while the House Interstate and Foreign Commerce Committee, which also shares in radio legislation, will continue under the chairmanship of Rep. Rayburn (D.), of Texas, unless he succeeds to the now vacant speakership. In the latter event, Rep. Huddleston, Alabama Democrat, will be in line for the post.

On the Senate Committee there will be five vacancies—those created by Thompson of Nebraska and Dill, Democrats, and Fess, Kean (New Jersey) and Hatfield, Republicans. On the House Interstate Commerce Committee there will be three vacancies—Maloney of Connecticut, who moves into the Senate, Milligan of Missouri and Marland of Oklahoma, who was elected governor. A half-dozen vacancies exist on the House Merchant Marine Committee.

Unknown quantities, insofar as radio is concerned, in the Senate are the newcomers Rush Holt, 29-year old Senator-elect from West Virginia, who defeated Hatfield; Schwellenbach of Washington, who succeeds Dill, and Bilbo, of Mississippi. The first two are identified as government-ownership men on utilities, while Bilbo is still the subject of much conjecture about his attitudes.

In Senator Guffey (D.), of Pennsylvania, the Senate acquires a member already conversant with radio. The man who defeated Senator David A. Reed, Republican stalwart, Mr. Guffey has been identified with the activities of a number of Pennsylvania stations in a political way and has often visited the FCC in recent months.

Allocation Problem

ONE OF THE first radio matters to greet the new Senate will be the FCC report answering the mandate of the previous Congress that it inquire into the merits of proposals that a portion of the available radio facilities be allocated to the so-called non-profit groups. The report, along with other legislative recommendations from the FCC, is due Feb. 1. Upon it, presumably, the new Congress will base any amendments it may deem necessary to the act which created the FCC.

The Broadcast Division of the FCC concluded hearings Nov. 12 pursuant to the legislative mandate and asked all parties to submit final briefs by Nov. 26. These hearings—the most exhaustive on the subject of radio ever held—began Oct. 1 and more than 100 witnesses testified. The preponderance of the testimony unequivocably supported continuance of the existing system of broadcasting and deprecated any moves, legislative or otherwise, which would hamper the present structure.

Practically isolated from all others who appeared was the Joy Elmer Morgan-controlled National Committee on Education by Radio, which originally lobbied for government control of radio but suddenly revised its campaign downward for just a portion of the facilities, only to gyrate upward again during the last fortnight when it thought the Administration, through the Tennessee Valley Association, fostered government ownership.

Thoroughly disavowed by edu-

(*Continued on page 46*)

Announcer in Congress

KARL STEFAN, for 12 years chief announcer of WJAG, Norfolk, Neb., was elected to Congress on the Republican ticket Nov. 6, and will be the first practical broadcaster ever elected to either house of the national legislature. Despite the Democratic landslide in Nebraska, he was elected with an overwhelming majority, defeating the incumbent Democrat, Rep. Edgar Howard.

XUM

Open Discussions To Feature Session Of ANA Nov. 19-21

Many Round-table Gatherings Scheduled at Atlantic City

OF MOST importance to radio when the Association of National Advertisers meets in Atlantic City Nov. 18-21, is a closed group meeting for full discussion of radio as an advertising medium, scheduled for Monday evening, Nov. 19. At a session the following morning, also closed, will be a general discussion of the division of the advertising dollar, covering newspapers, magazines, radio, direct mail and other promotional mediums. The radio speaker at the session is unnamed, but others will include Dr. George H. Gallup, economist, who will talk on comparative costs, and John Caples, whose subject will be preparation of copy.

Discussion Topics

THE CONVENTION will open Sunday evening, Nov. 18, at the Ambassador Hotel, with a buffet supper and reception for members. The initial business session Nov. 19 will be devoted to topics concerning buying of advertising, such as copy testing, advertising agency compensation, and association affairs. Election of officers also will be held. The speaker at the closed luncheon Monday will be John Scoville, of the Chrysler Corporation.

In addition to the radio group meeting, a half dozen similar sessions covering other media will be held Nov. 19, with radio likely to crop into the discussion. These include department store merchandising; drug and toilet articles; grocery products; industrial advertisers; insurance; petroleum and paint and hardware. Executives prominent in each of these industrial lines have been designated to lead the group discussions.

Open Meetings

OPEN MEETINGS will begin with a luncheon Tuesday, after which open business sessions will be held that afternoon and the following morning with invited guests of the ANA among agency heads, publishers, and other professional groups. The Tuesday luncheon speaker will be Willard M. Kiplinger, who heads the Kiplinger Washington Agency. His topic will be "What's Ahead in Washington." The balance of the session will be devoted to legislation affecting advertising and sales. The annual banquet will be held Tuesday evening.

At the open session on Wednesday morning, Paul Hollister, executive vice president in charge of publicity for R. H. Macy & Co., will be the first speaker. Following him, Dr. Miller McClintock will describe the new method evolved from the past two years research work which he has headed up of determining trading areas and establishing the relation of traffic flow to trade expectancy at any given retail location. Lee H. Bristol, a past president of the ANA, will then speak as a trustee of the Agency Compensation Study. Following him, President Allyn McIntire of the association, will make an important announcement on future association plans and policies.

"I consider this to be one of the most important meetings the ANA has ever held," said President McIntire. "The program committee, headed by R. J. Flood, has done a thorough job in arranging a program built along specifications laid down by members. We shall concentrate our talk and our discussion of problems directly affecting advertising and sales promotion.

"One of the most important features in the program will be the group meetings. These afford an all too rare opportunity for advertisers to meet with those in their own industries and, seated around a table, to talk out problems peculiar to that industry. In our general sessions we discuss general topics; in the groups those topics are discussed as they apply to specific industries. In addition to the speakers on the program who will speak on radio, the Program Committee has, in response to a request from members, arranged for a radio group meeting on Monday evening.

"We have allowed more time than usual for open sessions. It is our feeling that the problems of the advertiser and the agent and the publisher are so intertwined that more time should be allotted for a mutual discussion of them and for a discussion of the good of advertising as a whole. Consequently, we have invited many of our friends to be present at the sessions on Tuesday afternoon and Wednesday morning as well as at the banquet on Tuesday evening."

This Radio Life

This Radio game is sure funny
It actually hands me a kick
You're in it today
Tomorrow you're gone
You never find out
What you did that was wrong
It's the same if you're talking
Or singing a song
The way you lose out makes you sick.

You work for a client that likes you
You get along great for a while
Gee, but you're happy
You think you're all set
You think that your troubles
Are over, and yet,
All of a sudden
You find you're all wet
Your character is out of style.

There must be a reason or purpose
Perhaps it is something you lack
You try very hard
To make it worth while
You give them your best
You work with a smile
Then you find that you've missed
What they want by a mile.
No wonder the future looks black.

Auditions are given for nothing of course
That custom you learned at the start
So you read and rehearse
Then you audit, it's sold
At last the old world
Does not seem black and cold
So you ask when you start
It is then you are told
A relative will play the part.

—*Paul Hamilton Baker.*

Phillips Oil Account

PHILLIPS Petroleum Co., Bartlesville, Okla., is broadcasting dramatized flashes during the day and evening over 33 stations in the midwestern, mountain and southwestern territory. The programs started Nov. 5, to last 20 weeks, with Lambert & Feasley, Inc., New York, placing the account.

Thomas Goes to WCAE

Mr. Thomas

CHESTER THOMAS, program manager of WINS, New York, has been appointed acting general manager of WCAE, Pittsburgh, succeeding Jack Stewart, who resigned. Both stations are operated by the Hearst radio enterprises. Mr. Thomas, prior to joining WINS, had been with WLW, Cincinnati. The appointments were made by Jesse L. Kaufman, general manager of the Hearst radio stations. Mr. Stewart, who joined WCAE several months ago, was formerly with WFBR and WCAO, Baltimore. His future plans are not known.

Tea Program Extended

CONGUIN Tea Co., Los Angeles, has recorded a test series of seven 15-minute programs which were distributed to a list of coast and mid-west stations early in November. Lockwood-Shackleford Co., Los Angeles, handles the account. Transcriptions were made at the Freeman Lang studios. The product, a Southern American herb drink, is advertised with a series of dramatic episodes woven around historical sequences in that country. Ralph Lockwood, of the agency, wrote the script with DeWitt Hagar as narrator. The Conguin firm has been on four Los Angeles and nearby stations for several months with daily programs.

New Stations Approved

THREE new broadcasting stations were authorized Nov. 13 by the Broadcast Division of the FCC without the usual formality of hearings. On motion of Chairman Sykes, new stations to operate daytime only, each with 500 watts, were authorized in Boston and New Haven. A third grant was for a new 100-watt station, to operate unlimited time on 1310 kc. in Santa Fe, N. Mex., on application of J. H. Speck. The Boston station, granted on application of Joseph M. Kirby, is authorized for 1120 kc. with 500 watts daytime, with that portion of the application requesting 250 watts at night left on the hearing docket. Patrick H. Goode is the applicant for the New Haven station, to be assigned on 900 kc. with 500 watts day. Both of the latter actions were taken on motion of Chairman Sykes and carried unanimously.

1400 kc. Hearings

HEARINGS on competitive applications for assignment on the 1400 kc. channel now shared in New York by four Brooklyn stations were authorized for Dec. 3 before Examiner George H. Hill in an action of the FCC Nov. 13. Applicants involved are WBBR, WARD, WEBC, WVFW, WLTH, Brooklyn; WEVD, New York; WHAS, Troy, N. Y.; WFAB, New York; Brooklyn Daily Eagle Broadcasting, Inc., Arde Bulova, and Norman Winston.

Coverage Survey Plans Considered

IMMEDIATE study of plans for the establishment of a broadcasting industry bureau to coordinate listener and coverage survey information for the benefit of advertisers and agencies will be undertaken by a special committee of five, the appointment of which was announced Nov. 10 by Arthur B. Church, chairman of the NAB commercial committee. The committee consists of Mr. Church as chairman; Walter J. Damm, WTMJ, Milwaukee, former NAB president; John Karl, CBS research director; Edgar Kobak, NBC vice president for sales, and John V. L. Hogan, consulting engineer and licensee of the new high fidelity broadcasting station W2XR, New York.

The committee was designated pursuant to action of the NAB convention in Cincinnati two months ago that a study be made of "what is pertinent information for the advertising agencies and advertisers who are buyers of radio advertising." The resolution also instructed the committee to invite discussions with representatives of the American Association of Advertising Agencies and the Association of National Advertisers, with a view to setting up a bureau, and instructed the committee to report with recommendations to the NAB board as quickly as possible.

Frick Heads League

FORD FRICK, elected Nov. 1 president of the National League, succeeding John A. Heydler, has long been identified with broadcasting activities in New York, having been a special sports announcer for WOR, WINS, CBS and various metropolitan stations. A former sports writer, he is an expert on football and baseball. On Nov. 10 he announced for WOR the Columbia-Brown gridiron game in New York. Currently he is sponsored six nights weekly on WOR for sports resumes by the Mennen Co., Newark (shaving cream) and Dodge Bros. Co., Detroit (autos), and he is Chesterfield's special announcer on CBS.

FCC General Sessions

THE FULL membership of the FCC hereafter will meet in regular session each Friday instead of as finally ordered upon organization of the call of the chairman as originally the agency last July. Matters requiring action of the entire body of seven members, which embraces all activities not assigned specifically to one of the three divisions, will be considered. The Broadcast Division will continue to meet on Tuesdays, with the Telegraph Division meeting Wednesdays and the Telephone Division Thursdays.

Liquor Ad Hearings

FORMAL HEARINGS on proposed regulations governing the advertising of alcoholic beverages will be held before the Federal Alcohol Control Administration in Washington beginning Nov. 21. FACA has drafted tentative regulations which will serve as the basis for the hearings.

Telling the Listener What's on the Air

By HOWARD J. LONDON

How Program Listening Can Be Improved; Using Premium Offers to Learn the Popularity of Broadcasting Stations

EVER since broadcasting stations began operating on regular schedule, radio program listings in newspapers have been a subject of agitation. Controversy between radio and the press in large measure has been responsible, and a variety of methods of listings, many of them meaningless to the newspaper subscriber, have developed. In this article, basd on a comprehensive survey of newspapers, the author brings to light many interesting facts and makes several plausible observations. The study was made for advertising agencies and networks.

RADIO PROGRAM listings, to most people, are found only in newspapers. There are other media, however, such as fan magazines, weeklies and throw-aways, but their coverage, reliability and usefulness are doubtful and the combined circulation of the daily newspapers far overshadows such media. This being the case, it is imperative that all concerned with the broadcasting industry—sponsors, advertising agencies, broadcasting companies—pay the utmost attention to the program listing situation.

What seems to be the only public study now being made of the radio program distribution system as it concerns the independent and network stations of the United States has just been completed, the third analysis of program listings since June, 1933.

Includes 588 Papers

THIS NEW analysis covers 588 newspapers in 332 cities in the United States and Canada. All newspapers having a daily circulation of 10,000 and over are included, as well as newspapers located in cities where NBC or CBS have affiliates. The 588 newspapers have a combined circulation of 30,000,000; the total circulation of all daily newspapers in the United States is 35,000,000.

Under each newspaper are listed the radio stations whose programs are printed and whether a radio column, a feature box, and art are used. If the newspaper does not carry a radio page, that is noted. New features of this analysis are facsimile reproductions of listings and a list of all newspapers which carry short wave logs or columns. All radio material is measured in inches to give a definite idea as to the amount of space each newspaper devotes to radio program listings. A list of over 200 radio editors, corrected as of Oct. 1, is also a part of the analysis.

What the Study Shows

THIS INFORMATION was collected directly from the newspapers, which were secured for three consecutive days including Sunday editions. If the paper printed no radio programs for the three days, copies were obtained for an entire week to determine whether radio programs were listed on one particular day and not on others. Newspapers for the first and second weeks of September, 1934, were examined.

The study of the 588 newspapers shows that:

		Sept. 1934	*March* 1934
493	papers carry radio programs	84%	83%
95	papers carry no radio programs	16%	17%
160	papers carry radio columns	27%	30%
428	papers carry no radio columns	73%	70%
181	papers carry feature boxes	31%	30%
407	papers carry no feature boxes	69%	70%
120	papers carry art	20%	14%
468	papers carry no art	80%	86%
75	papers carry a short-wave log, short-wave column, or other technical radio material.		

Included in the above figures are newspapers which carry radio columns, or feature art on Sunday. Incidentally, Sunday editions are beginning to play up radio programs with more space. Not included are about 50 newspapers which carry news service radio columns or feature boxes. In the tabbing of newspapers which carry radio programs are those which carry only a few comments or highlights, but no program schedules. Thus it will be noted that there has been an increase in the number of newspapers which use art and a falling off in the number which carry radio columns, with an increasing advertising lineage.

Short Wave Data

SHORT WAVE information as listed in newspapers is quite general. Most writers of short wave columns are of the opinion that after 7 p. m., EST, few foreign stations are heard in this country. There may be an increase in the amount of short wave information printed between now and Christmas, but it will probably decrease rapidly after the first of the year. Most newspapers are frank in acknowledging that they run this short wave copy more as a bait for radio dealer advertising than for reader interest.

Scarcely any national advertisers are using the radio page or the page opposite, despite research done by a New York advertising agency which showed that three out of four read the radio page. True, some local food merchants had their copy run on the radio page, but this was not consistent. Nostrum advertisements are usually found on the radio page, another confirmation that national advertisers do not use the radio page, since nostrum advertisements are forbidden on the same page with national copy.

Syndicated Pages

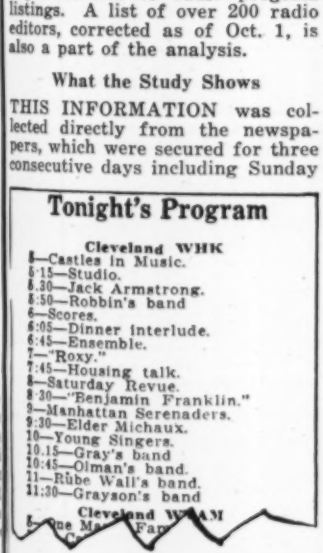
THE FIRST syndicate radio page was started in mid-September and appears regularly in all Hearst Sunday newspapers. Pictures appearing in West Coast papers differ, but copy is the same. New Orleans papers now employ radio editors and carry radio columns and art, but their program listings still are being run as paid advertisements. No mention is made in their columns of WWL, the largest station in New Orleans, nor are its programs carried. Newspapers in Oregon and Washington are liberalizing their policy regarding the printing of radio programs and columns.

Art is growing in demand by newspapers throughout the country, presumably because of the Hearst policy of two full pages devoted to radio on Sunday—the syndicated page and a page of local radio news. It is understood that rotogravure sections will appear soon, carrying two pages of pictures of radio personalities. The policy of some newspapers trying to combat the Hearst policy is to supplement their Sunday papers with a Radio and Screen Section, which, however, contains more screen than radio news. The *Philadelphia Record* and *Detroit Free Press* were the first to start these sections.

News Service Programs

THE PROBLEM of getting the best program information before the radio audience is taking on a new light, since some newspapers in the smaller cities and towns which do not employ radio editors are not giving reliable listings, Most of these papers depend on the news services to furnish them

(*Continued on page 52*)

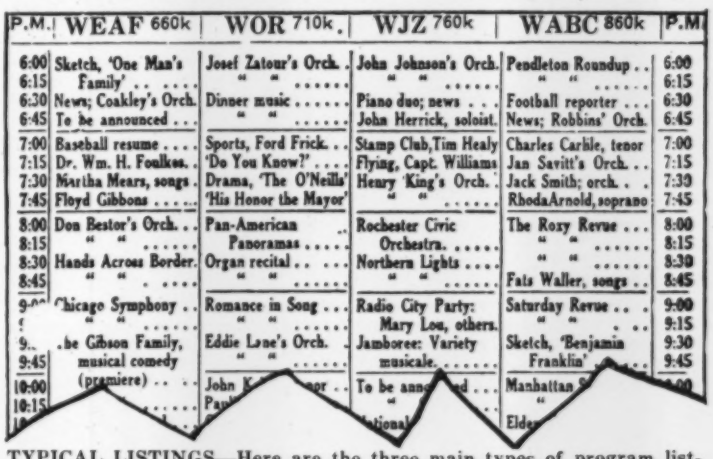


Tonight's Program

Cleveland WHK

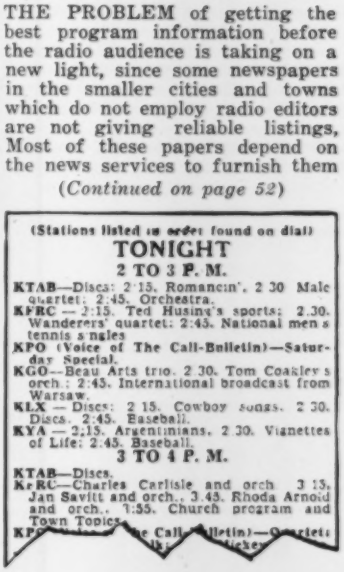
8—Castles in Music.
8:15—Studio.
8:30—Jack Armstrong.
8:50—Robbin's band
9—Scores.
9:05—Dinner interlude.
6:45—Ensemble.
7—"Roxy."
7:45—Housing talk.
8—Saturday Revue.
8:30—"Benjamin Franklin."
9—Manhattan Serenaders.
9:30—Elder Michaux.
10—Young Singers.
10:15—Gray's band
10:45—Olman's band.
11—Rube Wall's band.
11:30—Grayson's band

Cleveland WGAM



P.M.	WEAF 660k	WOR 710k	WJZ 760k	WABC 860k	P.M.
6:00	Sketch, 'One Man's Family'	Josef Zatour's Orch.	John Johnson's Orch.	Pendleton Roundup	6:00
6:15		" "	" "	" "	6:15
6:30	News; Coakley's Orch.	Dinner music	Piano duo; news	Football reporter	6:30
6:45	To be announced	" "	John Herrick, soloist.	News; Robbins' Orch.	6:45
7:00	Baseball resume	Sports, Ford Frick.	Stamp Club, Tim Healy	Charles Carlile, tenor	7:00
7:15	Dr. Wm. H. Foulkes.	'Do You Know?'	Flying, Capt. Williams	Jan Savitt's Orch.	7:15
7:30	Martha Mears, songs	Drama, 'The O'Neills'	Henry King's Orch.	Jack Smith; orch.	7:30
7:45	Floyd Gibbons	'His Honor the Mayor'	" "	RhodaArnold, soprano	7:45
8:00	Don Bestor's Orch.	Pan-American	Rochester Civic	The Roxy Revue	8:00
8:15	" "	Panoramas	Orchestra.	" "	8:15
8:30	Hands Across Border.	Organ recital	Northern Lights	" "	8:30
8:45	" "	" "	" "	Fats Waller, songs	8:45
9:00	Chicago Symphony	Romance in Song	Radio City Party:	Saturday Revue	9:00
9:15	" "	" "	Mary Lou, others.	" "	9:15
9:30	.be Gibson Family,	Eddie Lane's Orch.	Jamboree: Variety	Sketch, 'Benjamin	9:30
9:45	musical comedy	" "	musicale.	Franklin'	9:45
10:00	(premiere)	John K...	To be ann...d	Manhattan S...	10:00
10:15		Paul...	"	"	10:15
			...tional	Elder...	

TYPICAL LISTINGS—Here are the three main types of program listings used by newspapers throughout the country, as shown in Mr. London's survey of how the press handles radio programs.



(Stations listed in order found on dial)

TONIGHT

2 TO 3 P. M.

KTAB—Discs: 2:15. Romancin'. 2:30 Male quartet. 2:45. Orchestra.
KFRC — 2:15. Ted Husing's sports; 2:30. Wanderers' quartet; 2:45. National men's tennis singles
KPO (Voice of The Call-Bulletin)—Saturday Special.
KGO—Beau Arts trio. 2:30. Tom Coakley's orch.: 2:45. International broadcast from Warsaw.
KLX — Discs: 2:15. Cowboy songs. 2:30. Discs. 2:45. Baseball.
KYA — 2:15. Argentinians. 2:30. Vignettes of Life; 2:45. Baseball.

3 TO 4 P. M.

KTAB—Discs.
KFRC—Charles Carlisle and orch. 3:15. Jan Savitt and orch., 3:45. Rhoda Arnold and orch., 1:55. Church program and Town Topics.
KPO (Voice of The Call-Bulletin)—Quartets

XUM

September Shows Advertising Gains In Excess of 16%

Auto and Clothing Accounts Lead in Month's Advances

VOLUME of broadcast advertising in September showed a marked gain, total time sales amounting to $4,576,223, an advance of 16.5% over August, according to the monthly statistical review prepared for the NAB by Dr. Herman S. Hettinger. National network volume rose 13.8% during the month, regional network 35.6%, national spot, 30.3% and local 13.1%. Most of this rise is traced to seasonal factors, but parts of it reflect fundamental improvement in business, according to the survey.

Gains were registered by other media, national magazine advertising going up 33.6% in September, farm paper volume 14.5% and newspaper advertising 11.3%.

Dr. Hettinger's review shows that the greatest increase in non-network business occurred in the high-powered regional and clear channel field, where the advance was about one-third. Volume of regional stations went up 15.5% and local 100-watt stations gained 3.6%. Comparison with last year, however, shows that regional and local stations made the better showing, their volume being 27.6% and 32.7%, respectively, over September of last year.

Regional Advances

FROM the regional standpoint, the rise in broadcast advertising was greatest in the New England-Middle Atlantic and the Pacific and Mountain areas, in each case amounting to about a third. Other areas gained slightly. As compared with September of last year, the New England-Middle Atlantic gained 64%, the Middle West gained slightly, the Pacific and Far West lost about a tenth and the South lost nearly 40%.

Electrical transcriptions went up 42.8% in September with local volume unchanged. National spot live talent volume rose 53.3%, local volume 15%. Both national spot and local announcement business rose about 13%. Using September, 1933, as a basis for comparison, national spot transcription is 13.6% greater, live talent 37.4% higher, announcement business 14.4% greater, and local volume little changed.

The distribution of advertising among the four major media follow: Radio broadcasting in September $4,576,223, nine months, $51,101,922; national magazine in September $9,548,298, nine months $86,246,829; national farm papers in September $431,957, nine months $3,931,644; newspapers in September $39,929,000, nine months $352,248,150. Total advertising for all media in September was $54,485,478, for nine months $493,528,545.

Sponsorship Trends

ANAYLZING trends in sponsorship, Dr. Hettinger finds an increase of 41.2% in automobile advertising due to national network and spot increases; a 24% rise in clothing advertising due mainly to increased network volume; a 64% increase in drug and pharmaceutical advertising, with main gains being in national network and spot fields; a jump of 58% in household equipment volume, mostly local and national network; gains of 26% in soap and kitchen supply advertising; 23% in financial advertising and 66% in department and general store advertising.

In discussing general business conditions, Dr. Hettinger points out that the most encouraging factor is the degree to which industrial and commercial activity seems to have stabilized itself at certain levels, which he terms the first prerequisite to any permanent recovery.

During September, broadcasting advertising was 15.7% greater than in the same month last year, with national network revenues up 21.7%, regional networks almost double, national spot advertising 19.5% greater and local advertising about the same. The lag in local advertising is traced by Dr. Hettinger to the fact that no really significant improvement has occurred during the year in retail trade.

Total broadcast advertising volume by class of business in September and nine months of 1934 was:

	September	*Jan.-July*
National networks	$2,560,657	$29,303,103
Regional networks	57,948	450,832
National spot	781,903	9,758,639
Local	1,175,715	11,589,348
Total	$4,576,223	$51,101,922

Non-network broadcast advertising by type of rendition in September was:

	Nat. spot	*Local*
Elec. transcriptions	$253,473	$78,145
Live talent	376,265	620,435
Records	1,070	33,860
Spots	151,095	443,275
Total	$781,903	$1,175,715

AGENCY TAKES ITS OWN MEDICINE

Services of Advertising Agency in Tulsa Advertised —In Dramatic Spot Announcements on KTUL—

Mr. Murta

THE MILLS-WOLF Corp. Advertising agency in Tulsa believes in taking its own medicine and is using special spot announcements on KTUL, Tulsa, to advertise its services such as direct by mail, booklets, folders, letters, newspaper advertisements and the preparation of radio programs.

Announcements are dramatized with sound effects which brighten an otherwise straight commercial. The time of each broadcast is studied for strategic position, such as preceding Will Rogers, favorite because he was born a few miles from Tulsa.

The Mills-Wolf Corp., formerly a direct-by-mail organization, recently entered the general service agency field. Duke Murta former Advertising Manager of Brown-Dunkin department store, Tulsa, who has had radio experience in other cities, has joined the Mills-Wolf staff. The first series of broadcasts is for 13 times.

Here are sample continuities, which show how the spot announcements are dramatized:

SOUND—Glass crash, loud.

ANNOUNCER—Crashing through with real advertising ideas. It pays to advertise correctly. If you have a business which you think can not be advertised—you had better advertise that business for sale.

You've heard that "bromide" before—but it will do you good to hear it again. Never in the history of business has intelligent advertising been so necessary as at the present time.

You want business—you are willing to spend money to get business—as a business man we think you'll agree it's sound business to have your advertising properly prepared.

The Mills-Wolf Corporation located in the Orpheum Building will make an analysis of your advertising problem—prepare letters, booklets, newspaper ads, outdoor display, and radio programs that will get results.

Telephone the Mills-Wolf Corporation for an interview 2-3-4-5-6.

SOUND—Wind machine.

Another Type of Spot

SOUND—Chinese gong.

ANNOUNCER—It pays to advertise—correctly.

SOUND—Chicken cackle.

ANNOUNCER: A hen has just laid an egg—every time that event happens, the world knows about it. When a duck hen lays an egg, she keeps the matter a secret, the result is obvious. Hen eggs are more popular than duck eggs. It pays to advertise correctly.

Let the Mills-Wolf Corporation, located in the Orpheum Building, prepare your advertising, if you want results—whether it be letters, folders, booklets—or newspaper ads. Mills-Wolf also specializes in preparing radio programs. The telephone number is 2-3-4-5-6.

SOUND—Wind machine.

NBC Hollywood Studio

WITH the return of Don Gilman, NBC western division vice president and manager, from New York, enlargement of the NBC Hollywood studios on the RKO movie lot is expected. Although fairly new, the studios are inadequate because of the larger number of commercial programs and a nearby recording studio is hired for supplementary use. When a program is on the air, there are no rehearsal facilities and the shift from one program to another which follows immediately sometimes is difficult. At least $50,000 will be spent within a few months, Mr. Gilman said, either in adding to present studios or acquiring new quarters. Hollywood has taken second place in production of radio programs, he added.

THE NAB board of directors has tentatively scheduled a meeting in New York early in December. It will be the first session since the annual convention last September.

Network Receipts Set New Records

October Best Month in History; Ten-month Income Is Higher

WITH October sales figures making the best spurt in the history of the network, CBS established a new high record for any month's broadcasting activities, total time sales reaching $1,752,601, an increase of 56 per cent over the same month last year, and 80 per cent over October, 1933. NBC had the best October in its history.

Both networks ended the first ten months of the year with a cumulative total substantially above the corresponding figure a year ago. NBC improved its position by 31 per cent, with sales amounting to more than $22,000,000, but still somewhat less than in the record year 1932, when $22,550,48[illegible] was recorded. Columbia not only has passed its last year's total to date by 55 per cent, but also has improved on its showing in 1932, hitherto its record year, by almost 10 per cent.

The marked betterment in the positions of both chains is seen at a glance from the following (Pacific Coast hook-ups included for NBC, but not for CBS):

		Gain Over 1933	*Gain Over 19[illegible]*
October, 1934			
CBS	$1,752,601	56%	80%
NBC	2,774,409	31%	34%
10 months, 1934			
CBS	$11,468,799	55%	10[illegible]%
NBC	22,305,162	31%	...

Since the amount by which NBC's figure this year is trailing the 1932 total for the first ten months is less than $300,000, it is almost certain that by the end of the year its two networks, as well as CBS, will be able to point to new record totals for the 12-month period.

Mrs. Roosevelt Begins New Typewriter Series

UNDER the sponsorship of the Typewriter Educational Research Bureau, of New York, Mrs. Franklin D. Roosevelt on Nov. 11 started another series of six programs. Devoting her talks to child education under the title "Americans of Tomorrow," Mrs. Roosevelt is being heard Sundays 7:45-8 p. m. over a CBS network of 36 stations.

Arrangements have been made to pickup the talks from whatever part of the country Mrs. Roosevelt may be in Sunday nights. In Washington she will speak from the studios of WJSV and she will be heard from Warm Springs, Ga., during Thanksgiving week. The network includes basic CBS stations, Denver, Salt Lake City and 12 Don Lee stations on the Pacific Coast.

The campaign, designed to sell children's typewriters for Christmas, is handled by Batten, Barton, Durstine and Osborn, Inc., New York. Mrs. Roosevelt's fees, as usual will be turned over to a charitable organization, in this case the American Friends Service Committee of Philadelphia, which aids rural schools.

For Women Only—A Radio Success Story

By ROBERT A. STREET
Sales Director, WCAU, Philadelphia

WCAU's Trials and Tribulations in Developing a Women's Club of the Air That Moves Goods for Merchants

THIS IS the life history of a women's appeal program that does all it was expected to do—and more. From an uncertain beginning, WCAU has perfected a program formula that is pleasing both listeners and sponsors. How obstacles were conquered and new ideas introduced is told here by the man who helped nurse the "WCAU Women's Club of the Air" through its infant days. He presents a graphic history of the program, and tells of the schemes which were tried and rejected, as well as those that stood up under the laboratory test of audience and sales appeal.

STANDARDIZED selling units have been mentioned frequently as a desirable progressive step. I want to discuss what I consider an excellent example of a selling system that lends itself to standardization.

For the past year or more we have been conducting an interesting experiment in Philadelphia. I refer to the so-called "WCAU Women's Club of the Air" program which has now won a comfortable niche for itself on our schedule from 2:30 to 3:30 every day, Monday to Friday.

Prior to last autumn it had been our conviction that women's programs, as such, were losing their hold. Whether we were poor guessers or merely uninformed is unimportant now, but the fact is that we heard nothing but customary reading of recipes for so long that we had grave doubts about the susceptibility of women to the thousands of recipes issued from loud speakers during a good part of the day. Consequently, we put a ban on recipe reading and for several years had only one announcement period in the morning dealing with subjects of interest to women.

In the summer of 1933, however, a few months after we had increased our power and our facilities, we began to investigate women's club programs throughout the country to find out what they might hold for us. We went into a huddle with several agencies and made a number of inquiries of other large stations in the country.

What Others Were Doing

MUCH to our surprise, we found that women's programs in several cases were producing remarkable results. KMOX seemed to be enjoying excellent results with their women's program; WTIC had been doing quite well with their mixing bowl, and KDKA's Home Forum actually had a sponsors' waiting list. Also, WLS, Chicago; KFAB, Omaha; KFI, San Francisco; WNAC, Boston; KSL, Salt Lake City; WSM, Nashville, and WKBF, Indianapolis, reported favorably.

After these revelations we decided to produce a women's show of our own. Since we happen to own the building which we occupy, we began to build an auditorium studio on the second floor which was calculated to house the women's club broadcast and serve as an audience studio for other broadcasts. The second floor was used because it decreased the haul on our elevators and allowed us to use steps for an exit.

Within a few months there emerged a spacious but intimate auditorium seating 250 people and offering stage facilities large enough for a 35-piece band. In the rear of the stage was installed a complete modern kitchen built in like a stage setting so it could be cut off by a curtain when the forward part of the stage was in use. Kitchen equipment was furnished by some of our sponsors who were anxious to participate in the program. These were big companies and their sponsorship helped us in opening more accounts.

Comfortably Furnished

A PERMANENT seating capacity of 250 was provided in a solid block with wide areas on either side for display of merchandise. Although the acoustics were good, loud speakers were placed in the ceiling to insure clarity. A lobby was provided where women could meet their friends in a pleasant atmosphere.

While the building was proceeding on the second floor, we engaged in a search for two women home economists who were to take charge of this project for us. We had found that beyond equipment, time of day or anything else, competent women were necessary to do a job of this kind. It isn't enough merely to have a good cook or someone with a pleasing voice who can read household suggestions taken from magazines. We wanted home economists in every sense of the word.

If you don't know about such things, you can imagine our surprise when we found that most of the women with any standing in the home economics field wanted from $12,000 to $15,000 a year even to consider our proposition. And since we wanted names as well as ability, our search was destined to be a long one. If the women we approached were connected with magazines or newspapers, they either expected the equivalent of the salary they were drawing in order to abandon their jobs, or were either unwilling or forbidden by managing editors to devote part of their time to this radio project.

All in all, we contacted 43 different women throughout the country before we found the two that seemed ideally suited for our needs.

Mr. Street

We obtained Elsie Carol, cooking expert from Chicago, and from New York we secured Dr. Allene Houghton, the former "Prudence Penny" of the *New York American*, a woman with several college degrees who had written copy in advertising agencies and had taught the theory of advertising and economics in the classroom. This double-threat team appeared to be cut out for the job, and they have subsequently lived up to expectations—for less than $15,000 a year.

Triple Sales Appeal

THE RESULT of all this was that on Oct. 9, 1933, the "WCAU Women's Club of the Air" opened up with much verbal fanfare. The time was 2:30 in the afternoon because our survey showed 2:30 the best time and because that hour is better for studio attendance. To the listener we offered something new and interesting, and to the advertiser a new and potentially powerful program. Our sales appeal was threefold. First, a radio broadcast aimed directly at a women's audience; second, a demonstration of the sponsors' product on the stage before an audience of 250 women; third, displays in the auditorium, each advertiser receiving a table 3 by 6 feet on which he could put window display material, dummy containers and anything he saw fit, such display to remain in place during all broadcasts and meetings in the auditorium.

Of course, it is true that the women present were only a drop in the bucket compared with the total listeners, but we felt that this live attendance had a great deal to do with the success of the program from the promotion standpoint. Furthermore, it is a decided asset to bring a prospective client into one of these meetings and let him see a couple hundred women actually listening, as compared to the task of reasoning out with him the probable size of a radio audience. This, of course, is true of your small advertiser, rather than an experienced time buyer, but the effect is good in either case. And I might mention here that the effect is just as bad in case you don't have a crowd.

Came a Dilemma

THIS BRINGS us to the most difficult period which the women's club had to pass through. Bringing the women into our beautiful auditorium was indeed a problem. All the announcements we could make did not seem to be enough to interest more than 50 or 75 entries a day. So we tried entertainment. We put in Boake Carter and Morton Downey and other entertainment, and didn't hesitate to announce these celebrities a day or two ahead. For a few programs it seemed that we were making headway, but the illusion was shattered when we found half of the audience walking out at the end of the entertainment, most of the audience being high school girls and such who were certainly not the home-making type we wanted.

It became clear that entertainment would not do the proper job, so we went completely conservative. Our sincere desire was to build a women's program that stable, home-making women would follow. We knew that we could attract a certain number of hangers-on by offering free samples and giving picnics, but we were determined not to create an audience of this sort. We did try serving tea in the lobby, but found that several waitresses would be necessary to do a good job, although it is undeniable that the women were willing to wait quite a long while to be served, so impressed did they appear to be with the program and their surroundings.

Of course, Elsie Carol and Dr. Houghton came right down off the stage, and if you please, off the air, to mingle with them, a bit of routine which I believe comes un-

(*Continued on page 48*)

Tapping a Billion Dollar Reservoir

Broadcasters Advised to Cooperate More Closely With Merchants to Increase Their Use of Radio Time

By JOHN BLACK

A WRITER who has spent a decade analyzing and writing about merchandising for trade and consumer's magazines, John Black possesses a valuable store of knowledge on the subject. His belief that broadcasters have only scratched the surface in selling time to medium-sized retail stores is based on this experience plus conclusions reached in a survey which he has just concluded. It is Mr. Black's idea that local stations must drastically revise their merchandising policy in obtaining department store clients and he offers suggestions that should prove helpful to broadcasters seeking this business.

A BILLION-DOLLAR industry—yet it ranks among the most backward, so far as selling by air is concerned! That, briefly, might describe the status of the American department store with respect to broadcasting. To be sure, the stores in metropolitan cities, enjoying annual volume of many millions of dollars are not in this category; on the contrary, they have been pioneers in air advertising. But what about the rank and file stores, the stores doing, say, $500,000 to $1,000,000 volume? And it is these, after all that collectively constitute the biggest retail market for the sale of air-time.

I have just completed a study of broadcasting among medium-sized stores, and the attitude which many of these retailers assume toward this newest promotional medium indicates clearly the need for a drastic revision of merchandising policy by local stations selling air-time.

Their Objections

FIRST, let it be understood that I am not a broadcasting man; I am a department store man, having been a student of retail merchandising for many years; therefore I am speaking now from the store's side of the fence. The stores are open-minded on broadcasting. There can no longer be any doubts on that score. They may try air-time, and, for one reason or another may abandon it, but assuredly they are convinced that eventually broadcasting will be one of the major methods of retail promotion. How then can we explain their present attitude of hesitation? I will try to answer that by enumerating a few principal objections cited to me by retailers who either are, or have been on the air.

The chief complaint they make is that the broadcasting industry doesn't fully understand the difference between the merchandising problems of the local store and those of the national advertisers who broadcast on big costly hookups. The store, it should be remembered, depends on immediate daily sales, while the national advertiser can wait months, if necessary, for results. More minute study of the store by the station's service department would develop for the sales division many important promotional arguments which today are used inadequately, if at all.

The Value of Speed

FOR EXAMPLE, one of radio's biggest advantages to the store is the speed with which the sales message can be transmitted. Some stores already are alert to this; they gauge their programs according to last-minute weather changes, and that has proved very successful in moving certain lines of merchandise. The value of radio to stores on this point can scarcely be over-estimated. For many years the time element has constituted a vexing retail problem with respect to meeting the customer's weather needs.

Then too the idea of dramatizing merchandising information as *news* rather than as dry-as-dust advertising should be stressed. This would help to redeem the spot announcement, which many stores now regard with disfavor, asserting that it is crude and otherwise unsatisfactory. There is an authentic place for the spot announcement in the present structure; stores with limited budgets have found it effective in stimulating demand; however, they feel strongly that it needs to be made more interesting, more "newsy," more dignified.

Now let us examine other questions raised by retailers. Why, for instance, are air-time salesmen so prone to make exaggerated claims for radio? Stores complain that too many stations sell broadcasting with the idea that it is some kind of bonanza—that all the store needs is to buy time, throw on any kind of program, and sales will jump as if by magic. The truth, of course, as enlightened retailers recognize, is that radio has sufficient sound arguments to justify it, without recourse to any such fantastic claims.

A Place of Its Own

SIMILARLY stores resent efforts to sell air-time as a substitute for newspaper advertising. Radio cannot supplant the newspaper—and it doesn't have to; it has an authentic sales function of its own, equally important to the newspaper ad. That type of air-selling is harmful in two ways: It needlessly antagonizes the local newspapers, and it gives the store a wholly false concept of merchandising by air.

My files are full of the sad experiences of stores that tried broadcasting on the theory it was "pretty much like newspaper advertising." And this isn't wholly the store's fault either. Let us remember that the retailer's advertising manager today is going through a difficult period of orientation. For generations he has been trained to sell in print; oral advertising—except for the telephone method—is a new field.

Incidentally, stores are discovering that there is a certain parallel between telephone salesmanship and broadcasting; some have applied telephone technique to their air programs, and the results have been such as to suggest that stations could exploit the idea further in planning air campaigns for stores.

Certain broadcasting experiences of chain stores indicate that stations do not always differentiate between the radio problems of the chain and those of the individual store. It is vital that chains be carefully advised regarding air radium of broadcasts meant to apply to single units. Otherwise, we will see increased dissatisfaction with broadcasting among chains. These firms complain that when they announce sales in specific towns, the message is heard by listening customers in towns where other branches are located, thus causing confusion.

Mutual Problems

VARIOUS stores in the Midwest and South which have tried either spot or program broadcasts, have found this promotion unsatisfactory and now are off the air temporarily. The chief reasons given for discontinuing their broadcasts follow: Spot broadcasts, while effective in special sales events, do not build permanent confidence for the store; program broadcasts are so costly as to cause neglect of other promotional media, and the broadcasts are not sufficient by themselves.

To sum up, let me stress a few chief points: First, the stores want broadcasting: It is significant that every complaint expressed to me is tempered with an assurance of firm confidence in radio's future value for the store; second, progress in retail broadcasting will depend largely on the understanding that stores and stations reach regarding their mutual problems. Indeed, it might be said that closer cooperation with the store is the principal need of the broadcasting industry as regards selling time to retailers.

Here are a few random thoughts for the station. Help stores to rationalize their programs. Improve the entertainment—but keep it more in key with the programs. Don't let the stores drag in Beethoven and Shakespeare simply as a crude and obvious disguise to conceal direct advertising. Censor radio programs, as newspapers censor ad columns. Be strict with the retailer when, due to ignorance, he tries wrong types of programs; he will like you all the better for it, because in the end it will help him make his air-time sell merchandise which, after all, is its sole aim. Emphasize the need for continous programs, citing continuity in newspaper advertising as an example.

Maximum Audience

IT IS CLEAR that the stores' chief problem in broadcasting for 1935 hinges on the selection of stations with respect to listener radius. How can they reach the maximum of listeners located within accessible shopping distance, at a minimum cost per person? My inquiries disclose that there is still much misunderstanding among stores on this point, and clarification is needed.

However, it is important in tackling this problem, that stations also point out to stores the advisability of allowing a margin in broadcast radius to permit normal expansion of the shopping area. Numerous stores have broadened their trade radius and increased volume by using a station that carries their sales message slightly beyond their original territory.

And here's a final tip for the air-time salesman: Concentrate wherever possible on new and reorganized stores. These stores are going actively into radio and are an especially promising market. They are less tradition-bound and therefore more ready to see the real value of broadcasting.

'Little Women' Program Is Effective in Boston

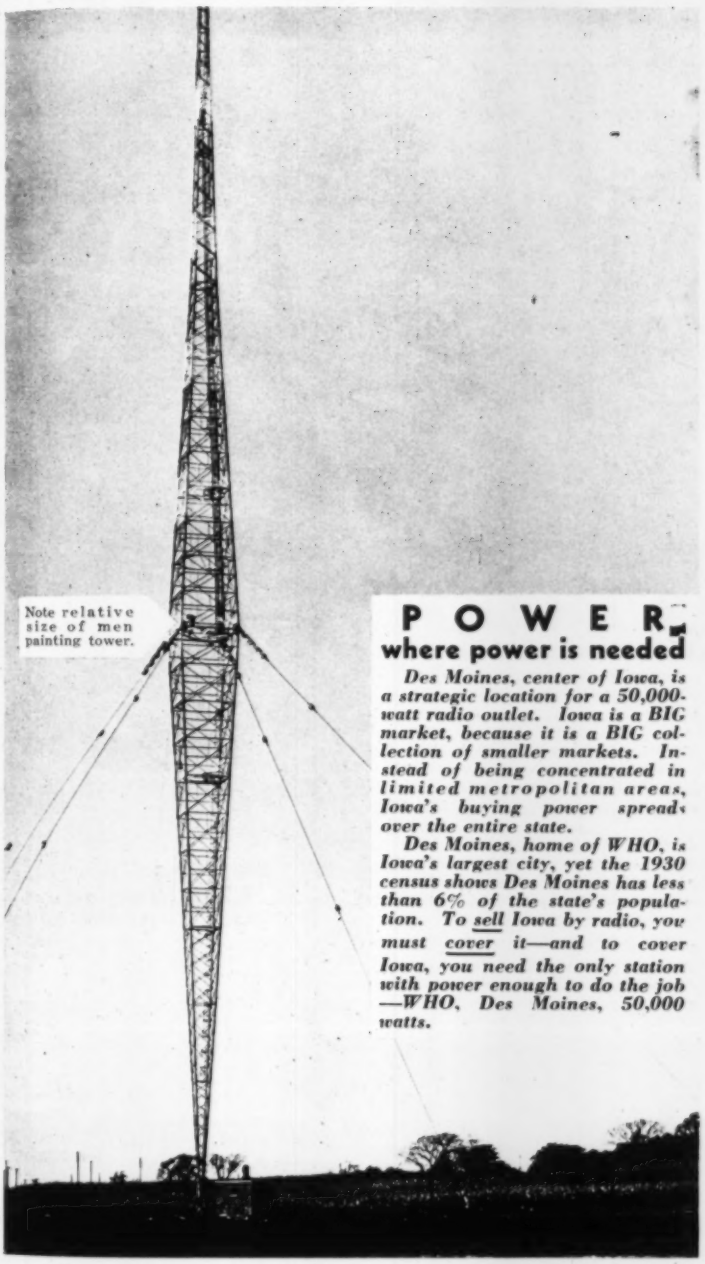
SO SUCCESSFUL was the radio dramatization of the first book of Louisa M. Alcott's "Little Women" over WEEI, Boston, thrice weekly, that Jordan Marsh Co., department store, started another series in October, with results just as gratifying. After the first series the public was asked for an expression of its attitude toward the program and quick approval was received.

The Jordan Marsh Co. will present a special Christmas program featuring Santa Claus, Santason and Popeye at the conclusion of the "Little Women" series, also scheduled over WEEI at 5:30 p. m. Tuesdays and Thursdays. The account is placed by Harry M. Frost Co., Inc., Boston.

335 Places at Once

FROM KFH, Wichita, G. E. Holm, manager of Chevrolet's Wichita zone, personally conducted sales meetings in 335 towns in his territory last month. In each town, dealers and salesmen got together for a breakfast meeting and with receivers tuned to KFH, heard talks and joined in songs to the accompaniment of the radio orchestra. "It would have taken me several months to go to each town to conduct these sales meetings," Mr. Holm said after the radio sales program, "and it is extremely costly to bring in all the dealers and salesmen."

So WHO, Des Moines, built a "Vertical" increasing signal strength by more 50 percent



Note relative size of men painting tower.

POWER where power is needed

Des Moines, center of Iowa, is a strategic location for a 50,000-watt radio outlet. Iowa is a BIG market, because it is a BIG collection of smaller markets. Instead of being concentrated in limited metropolitan areas, Iowa's buying power spreads over the entire state.

Des Moines, home of WHO, is Iowa's largest city, yet the 1930 census shows Des Moines has less than 6% of the state's population. To sell Iowa by radio, you must cover it—and to cover Iowa, you need the only station with power enough to do the job —WHO, Des Moines, 50,000 watts.

IT happened something like this:

JANSKY said to us: "Why dont you build a vertical?"

OUR REPLY: "Why should we? We already have the third largest primary coverage in America, and a secondary coverage extending beyond the coast in either direction."

JANSKY: "Because a vertical will mean an increase in signal strength at all points which will be the equivalent of an increase in power of more than fifty per cent. In addition it will mean a substantial improvement in your wide-spread secondary night-time service, which exists because WHO is one of the few stations which operate on a clear channel."

WE: "Are you sure?" JANSKY: "Positive."

WE: "Well, if disinterested radio engineers can prove that building a vertical will increase signal strength as much as a 50% increase in power, we'll build it."

RESULT—They did, so we did.

So now the new vertical radiator goes into service about November 20, spreading the 50,000-watt voice of WHO over greater primary areas than ever before. The advertiser gets this increased audience, at no increase in basic rates for program time or talent.

CENTRAL BROADCASTING CO.
DES MOINES, IOWA

J. O. Maland, Manager — *Phone 3-7147*

Representatives—Free & Sleininger, Inc.

NEW YORK	CHICAGO	DENVER
Chrysler Bldg.	180 N. Michigan Ave.	Charles Bldg.
Murray Hill 2-3030	Franklin 6373	Keystone 6028
SAN FRANCISCO	**LOS ANGELES**	**SEATTLE**
Russ Building	Chamber of Commerce Bldg.	Stuart Bldg.
Sutter 5415	Richmond 6184	Elliott 6662

DETROIT—General Motors Bldg., Madison 1423

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

XUM

The radio dollar of Reid, Murdoch & Co. produces results in the Kansas City Trade Territory for three reasons:

1. **The products of Reid, Murdoch & Co. are right.**
2. **Aggressive salesmen—one working in Kansas City and one working outside of Kansas City.**
3. **Consistent, efficient, and exclusive use of Station WREN.**

PHILIP O. PALMER & COMPANY
Incorporated
Advertising
520 NORTH MICHIGAN AVENUE
CHICAGO

October 25, 1934

Mr. Vernon H. Smith, Manager
Radio Station WREN
Lawrence, Kansas

Dear Mr. Smith:

On behalf of our client -- REID, MURDOCH & COMPANY -- and of ourselves, we wish to take this opportunity of thanking you for the splendid service and co-operation you have rendered us during the past year in helping us make the MONARCH FINER FOODS broadcasts so successful.

We feel that you and your staff have done a splendid piece of work for us, and that the results from this advertising have been very effective.

Very truly yours,

PHILIP O. PALMER & COMPANY, Inc.

By: Philip O. Palmer

POP:EB

Vernon H. Smith
Manager

Offices and Studios
WREN Building
Lawrence, Kansas

NBC
Basic
Blue
Network

October 15,

Radio Station WREN
WREN Building,
Lawrence, Kansas.

Gentlemen:

The attractive window display of MONARCH FINER FOODS, which you have been associated with has certainly caused a lot of comment among our customers, and has resulted in increased sales for us on MONARCH FINER FOODS.

I think you will be interested in knowing that since you started advertising over WREN the sales of MONARCH FINER FOODS products have multiplied many times. In addition to this we are carrying a full line of Monarch Food Company merchandise, which forms the basis of very few of their items.

Thanking you for the fine co-operation and we want you to know that we're more than pleased with radio advertising than ever before. It is our belief that, regardless of the times, good merchandise will sell if well advertised.

Yours truly,

BROS.

FJZ:HW

XUM

WREN serves eleven cities with a population of 761,535, in addition to a vast, responsive rural audience of more than two and one-half million!

MONARCH
FINER FOODS
REID, MURDOCH & Co.
LA SALLE STREET BRIDGE P.O. DRAWER R.M.
CHICAGO
TELEPHONE SUPERIOR 5000

October 24, 1934

Mr. Vernon H. Smith, Manager,
Station W R E N
Lawrence, Kansas.

Dear Sir:-

Thanks very much for your letter of October 17th enclosing the very attractive display of Monarch Foods in Beal Brothers window.

This ought to help the cause considerably, and we appreciate this evidence of your cooperation.

Yours very truly,
REID, MURDOCH & CO.

RBN:JN

October 15, 1934

EN

ive window display of MONARCH
ch you en assisted us with,
used a lot of comment among
d has sulted in more sales
H FINER FOODS.

will be interested in learn-
ou started advertising MONARCH
ARCH FINER FOODS in our store
many days. In fact, today
a full line of Reid, Murdoch &
ise, which formerly we handled
items.

k for the fine window display
to know we're more sold on ra-
than ever. It just proves
of the times, high class mer-
ll if well advertised.

Yours truly,

BEAL BROS.

Fred Ziesenis

Manager Grocery Dept.

17 Hours Daily

GREIG, BLAIR & SPIGHT, INC.
National Representatives
New York Chicago Detroit
San Francisco Los Angeles

XUM

Early Hearing for ASCAP Case Seen as Defense Files Replies

Voluminous Answer to Charges Repeats Story Frequently Told at Congressional Hearings

TRIAL of the Government's anti-trust suit against the American Society of Composers, Authors & Publishers and some 130 other defendants named in the bill filed by the Department of Justice Aug. 30, now is expected early next year in the Federal District Court for the Southern District of New York. With the filing of answers by the majority of the defendants, through ASCAP counsel, Nathan Burkan, on Nov. 1, it remains now for the court to set a date for the trial. The Government is expected to file a motion for preference within the next month or six weeks, desiring trial by February or March.

The ASCAP answer, filed in behalf of 83 of the defendants, made blanket denial of the allegations in the Government suit charging an illegal monopoly in restraint of trade. A voluminous document of 42 printed legal-size pages, the answer recited the detailed history of the organization of ASCAP, its purported altruistic purposes, and the dire consequences that would result if it were dissolved. A long list of court cases upholding the legality of the combination also was recounted. The major portion of the document was a repetition of the story repeatedly told at congressional hearings and in publicity broadsides by ASCAP officials.

Royalty Problems

WHEREAS the Government suit seeks to establish a system of royalties for copyrighted music based upon the actual use made of public performance rights, as against the blanket licenses now demanded by ASCAP, the Burkan answer declares such a system would be unworkable. Affiliation with the Music Publishers Protective Association, which collects special tribute for performing rights on recorded music, also was opposed.

Should the case come to trial in early spring, it is believed that litigation may be completed prior to Sept. 1, 1935, when the current three-year percentage plus sustaining fee contracts of broadcasters with ASCAP expire. Since no injunctive relief is sought in the Government suit, no provision exists for continued use of ASCAP music after that date unless the case is adjudicated. The current contracts, which became effective in 1932, provided for flat sustaining fees plus 3 per cent of station receipts for the first year; 4 per cent for the second and 5 per cent for the third. The broadcasting industry claims that it accepted these contracts "under duress" and after ASCAP had threatened to withdraw all of its music from the air. Royalties from radio last year were estimated at approximately $2,000,000, as against an annual average of $1,000,000 under the flat-fee system employed prior to the percentage contracts.

Actual trial of the case may consume two or three months. A large number of witnesses, it is indicated, will be called on both sides. One possible solution of the case, it has been pointed out, is that of a consent decree, whereby ASCAP and its co-defendants would reorganize into an open music pool and agree to cease practices adjudged unlawful by the court.

The ASCAP Story

THROUGHOUT the answer, Counsel Burkan alludes to the activities of ASCAP in restraining the "piracy" of music by all public performers. Particular emphasis is given to radio, and the impression is left that ASCAP regards the case as a radio, rather than a general suit against it. Repeatedly made also is the allegation that broadcasters and other users of music seek a situation under which they would pay nothing for copyrighted music, rather than a reasonable fee.

"Defendants aver upon information and belief," the answer states, "that this very suit was induced by and brought at the instigation of the several trade associations representing radio broadcasters and motion picture theatre owners throughout the United States, and that the object of this suit is to disable composers, authors, and publishers from dealing collectively in protecting their rights against pirates to the end that such users of music may perform the copyrighted musical numbers of composers, authors and publishers for their own profit without paying a cent of remuneration for the genius and labor which created the musical numbers employed in radio programs, motion pictures, cabarets, hotels, night clubs and other places of public resort and entertainment.

Attack on Radio

"AS A MATTER of fact, the National Association of Broadcasters has publicly announced that it will give its full support to the prosecution of this suit by the United States, and that in the event that this suit is successful, the National Association of Broadcasters will establish a music pool of its own and will use only the musical numbers of such composers, authors and publishers as are members of the said pool.

"In other words, the broadcasters are seeking to destroy the Society which has been protecting the rights of composers, authors and publishers against infringements and piracy by broadcasters and other users of music, and propose to substitute in its place a group dominated by the broadcasters and subject to the dictates of such broadcasters.

"If their scheme were to succeed, any author, composer or publisher who refused to join the broadcasters' pool would be discriminated against and he would receive no compensation for the use of his composition. Without an organization to represent him, such as the Society, the individual composer and author could not protect his rights and he would again be powerless to prevent piracy.

"In other words, the situation would again be the same as that which existed prior to the organization of the Society except that the creator of musical works would be given an option to forego the rights which the copyright law intended to give him or in the alternative, to subscribe and become a member of the broadcasters' pool and to take whatever crumbs the broadcasters might feed him."

Only a "Pittance"

THE ANSWER sets out the amount of business done in broadcasting and purports to show that the royalties paid to ASCAP are but a pittance. On this score, it states also that it has been the established policy of the NAB "to prohibit advertisers using the facilities of any broadcasting station from dealing directly with the Society." Further, it stated that the NAB "always insisted upon collective bargaining with the Society by the broadcaster or the chain for all its and their advertisers."

As to the issuance of blanket, rather than "per piece" licenses, the answer states that since the daily program of users and broadcasters involves from 21 to 86 separate songs of different authorship, nationality, character, taste, fancy and appeal, "it was and is essential the Society issue blanket licenses to the users and broadcasters, leaving it to the Society to work out an equitable system for the division of the royalties among its members and those of its foreign affiliates."

Were ASCAP to issue licenses for individual songs, it is contended, it would have to maintain "at a prohibitive expense an enormous staff of investigators to ascertain

(*Continued on page 53*)

A MUSICAL CODE
NBC Composer Writes Piece With Dot and Dash Rythm

"RADIO CITY," a new American composition with the rhythm of the Morse code as its motif, soon will be introduced by its author, Meredith Willson, conductor and general musical director of the NBC San Francisco studios. With the romance of broadcasting as its theme, the composition is dedicated to Radio City, NBC's New York headquarters. Willson, now vacationing in New York, plans to present the three-movement suite soon after his return to the West Coast.

Scored so that experienced telegraph operators can read the Morse code message as transmitted in sharps and flats by the musicians, the opening melody of the first movement depicts the mechanics of wireless. With staccato rhythm, string and brass will spell "Radio City" in Morse code. The melody then continues with the Morse signal "G. A.," indicating "go ahead," followed, in the second melody, in Morse code the reply, "okay."

The second movement "The Fountain Plaza," is a tone picture of Radio City, centering around the picturesque fountain in Rockefeller Plaza. The general theme continues in the third and last movement, which is not yet completed.

W. C. Sutherland Winner Of Davis Diction Award

Mr. Sutherland

TO WILBUR C. Sutherland, staff announcer of KDKA, Pittsburgh, goes the 1934 H. P. Davis Memorial Award for Excellence in Diction for Pittsburgh Announcers. The gold medal and $150 cash were presented to him Nov. 2 during the KDKA anniversary and dedication of its new studios. The award was started last year by Mrs. H. P. Davis in tribute to the late Dr. Davis, often referred to as the "father of broadcasting."

Second prize went to Ted Epstein, of WCAE, Pittsburgh, who was third in last year's diction contest for Pittsburgh announcers. Richard Koch, also of WCAE, was named for third place. Last year's award was won by Fred Webber, KDKA.

Sutherland sang over 20 scattered stations with Cornell University musical clubs before he ever thought of becoming an announcer. After graduating in engineering in 1928 he took the student course at Westinghouse Electric & Manufacturing Co., East Pittsburgh, and was assigned to steel mill sales engineering work. His love for music led to church singing and on to special announcer for a KDKA morning broadcast by a food sponsor. In 1931 he joined KDKA as a part-time announcer.

Britons Visit U. S.

A DELEGATION of officials of the British Postoffice Department, which is charged with radio regulation and operation, is in the United States for a fortnight's study of the status of television in this country. Planning to depart Nov. 16, the delegation has inspected television apparatus of all of the leading development companies. It consists of Lord Selsdon, former British postmaster general, chairman; F. W. Phillips, assistant secretary of the Post Office in charge of electrical communications; Col. A. S. Angwin, assistant chief engineer of the British Post Office, and Norman Ashbridge, chief engineer of the British Broadcasting Corp. In Washington on Nov. 9, the group was entertained at dinner by members and executives of the FCC.

Discs Boost Net Series

GENERAL BAKING Co. (Bond bread) called attention to its CBS "Tea Shop" program Sundays in a series of 26 one-minute WBS transcriptions on a test basis in Detroit over WJR, WWJ, WXYZ and CKLW. The transcriptions feature Julia Sanderson, Frank Crummit and Jack Shilkret's orchestra, who take part in the network program. The test schedule, which began Oct. 29, was placed through the New York office of Batten, Barton, Durstine & Osborn, Inc.

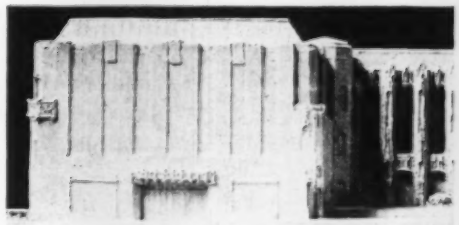
THE YEAR'S best advertising buy will be the 1935 YEARBOOK edition of BROADCASTING.

WGN Presents the Greatest Maestros in the Middle West

Carrying on the dominance symbolized by the erection of a new $500,000 studio building, WGN names:

HENRY WEBER
Musical Director—Conductor of the WGN Concert Orchestra

At 33 a veteran of a dozen years with the world's finest orchestras . . . Maestro of opera . . . Director of symphony . . . Student with Richard Strauss . . . Graduate of the Imperial Academy of Vienna . . . Debut at the Royal Opera in Bremen . . . Conductor with The Chicago Civic Opera . . . The world's youngest conductor of a major opera company . . . Famous in Boston . . . The first American to direct an operatic orchestra in Italy . . . Guest conductor with The Chicago Symphony . . . Staff conductor for NBC . . . Henry Weber directs WGN's musical activities, including the newly augmented WGN concert orchestra.



WAYNE KING

WGN is the only station in America to carry Wayne King as an exclusive sustaining program. The Waltz King is heard 10 times each week from the great Independent of the Middle West.

HAROLD STOKES
Leader of the new WGN Dance Orchestra

Director, composer and arranger of popular music . . . Young, brilliant, versatile . . . At 29 a master of modern melody . . . Conductor of the first coast-to-coast commercial broadcast from Chicago, the Studebaker Champions . . . Staff conductor with NBC . . . Conductor of the Carnation Contented Hour . . . Sealed Power . . . Palmer House Promenade . . . Climalene Carnival Hour, and many others . . . Composer and arranger of popular airs . . . Outstanding leader of modern dance music . . . Harold Stokes makes his bow to the Middle West audience in charge of WGN's new, 22-piece dance band.

WGN

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL
416.4 METERS—720 KILOCYCLES
NATIONAL PRESTIGE . . SUPERIOR PROGRAMS . . 50,000 WATTS POWER . . CLEAR CHANNEL . . INTENSIVE ZONE 7 COVERAGE . . *PLUS* A NEW $500,000 STUDIO BUILDING . . *PLUS* THE GREATEST MAESTROS IN THE MIDDLE WEST!

WGN

Radio Supplies Fast Service In Covering Election Results

Split-second Results Given Listeners as Elaborate News Setups Work Smoothly Under Pressure

By J. FRANK BEATTY

FOR AN OFF-YEAR, politically speaking, radio gave elaborate coverage to the Nov. 6 elections to satisfy the intense national interest in state and local campaigns. The setup was particularly interesting as it gave the comparatively new radio-news agencies their first chance to show what they can do on a national election day.

Far in advance Press-Radio Bureau, Transradio Press Service, networks and individual stations had laid their plans to provide the radio audience with split-second bulletin service, and election night found the well-oiled systems functioning smoothly in turning out bulletins by the hundreds. That the service met with public appreciation was shown by the favorable response from listeners.

Gov. Pinchot's Complaint

THE PRE-ELECTION broadcasting situation was enlivened by the complaint of Governor Gifford Pinchot, of Pennsylvania, to the FCC that "buzzes" Oct. 18 had ruined a campaign speech of his so it could scarcely be heard. He added that on Oct. 26 the buzz came on again during one of his speeches, just after he mentioned the "sugar trust." The FCC is investigating.

Prior to the election, networks, stations and news services had devoted considerable time to campaign speeches and in a number of cases big programs were kept off the air to permit political exhorters to spread their message. Last-minute roundups were aired Nov. 5, on the eve of balloting, and stunt programs were staged, such as the CBS "man in the street" broadcasts at the eleventh hour from Los Angeles and San Francisco.

Far Into the Night

FIRST RESULTS were bulletined at 10 o'clock election morning from New Ashford, Mass., and were followed by scattered returns during the day. At 6 o'clock, when many polls closed in the east, bulletin coverage got under way in earnest. The regular evening report of Press-Radio contained latest available results and bulletin service continued until 4 a. m. Far into the night Transradio Press supplied its clients with bulletins as fast as they arrived.

NBC provided a preview of the national situation late in the afternoon of election day, with John B. Kennedy analyzing available information. A special announcing setup was established in a monitoring room at Radio City, New York, adjoining the room where returns came over the Press-Radio teletype. Bulletins selected for the networks were passed into the monitoring room where John B. Kennedy waited before a microphone.

The setup was arranged so regular programs could be faded out for bulletins and then faded back again, with performers not being conscious that their renditions had been interrupted. To avoid breaking up continuity, bulletins were delayed occasionally and no speaking or dramatic broadcast was interrupted.

Besides bulletins, a number of 5-minute periods during the evening were devoted to roundups by Kennedy. After the Democratic landslide had become evident, Kennedy, in Radio City, interviewed Chairman James A. Farley in Democratic headquarters at the Biltmore. To get final results to listeners, the networks were held open an hour later than usual, or 2 a. m., to get late returns from the West Coast and to put on the air Governor Merriam of California and his unsuccessful opponent, Upton Sinclair.

How CBS Functioned

CBS ALSO USED reports from Press-Radio with H. V. Kaltenborn commenting on state results and Raymond Clapper, Washington correspondent, analyzing effects of the election on the national situation, particularly membership of the Senate and House of Representatives. Arrangements had been made to carry the network beyond the usual closing hour and frequent 5-minute broadcasts were made after 11 p. m. by Kaltenborn.

ABS used Press-Radio reports and also had microphones in the editorial rooms of the *New York American* and several other remote control points. Washington political observers were put on the network several times and Chairman Farley spoke four times from party headquarters in the Biltmore. A "man in the street" program was picked up from Times Square. Special election music was broadcast, being faded for election flashes.

George H. Earle, successful Democratic candidate for governor of Pennsylvania, spoke Wednesday from the Philadelphia office of J. David Stern, publisher of the *Philadelphia Record* and *New York Evening Post* and he was introduced by Benedict Gimbel, president of WIP.

Yankee Election Service

YANKEE Network News Service, under directorship of Leland Bickford, acting editor-in-chief, used a force of 175 men to cover Massachusetts' 1,716 precincts. At 6:15 p. m., the service, replying to boasts of a Boston newspaper, made this announcement: "The Yankee Network News Service will post $1,000 that its returns will be on the air faster than this paper can get them to you in its broadcast." No one has tried to collect the money, the network announced later in the week.

Open house was held in WNAC-WAAB studios at 11 p. m. to welcome successful candidates and give them a chance to speak through the microphone. Studio No. 1 of WNAC was set up as a city room for the news service. While typewriters and tabulating machines clacked and telephones jangled, the voices of Linus Travers and Jack Ingersoll, talking ceaselessly into the microphones, were heard above the bustling of 40 frantic workers in the studio. Results from other states were obtained through Transradio Press.

Press-Radio Setup

DURING the evening and through to 4 a. m., Press-Radio supplied 250 bulletins to CBS, NBC, ABS and other subscribers. Many clients got service direct from local newspapers, under an agreement that had been reached prior to the election. Also they were permitted to forget the 50-mile limit imposed on station coverage and this was extended to state lines. For national news, one additional restriction had been imposed—that broadcasting be limited to ten minutes an hour.

Using its regular news sources —Associated Press, United Press, International News and Universal Service—Press-Radio had T. L. Christie in the slot. He cleared bulletins to rewrite men who put them in shape for broadcasting and they passed in final form through Editor James W. Barrett to the teletype and simplex operators with minimum loss of time.

The regular Press-Radio staff was supplemented by special writers and the office looked like the newsroom of a daily paper on election night.

How Transradio Covered

TRANSRADIO PRESS delivered to its station clients 166 flashes and bulletins between 6 a. m. Nov. 6 and 3:30 a. m. Nov. 7, amounting to 44,953 words. This was in addition to general news. High-speed printers into studios of WOR, Newark, furnished the bulk of the station's coverage as results began to arrive and the station stayed on the air until 3:30 a. m.

Bureaus at New York, Washington, Chicago, Los Angeles, Boston and New Orleans originated Transradio election news service and returns were distributed both by printer and telegraph. Returns from 32 States were covered before 1 a. m. and Transradio claims its calculations of Democratic gains and losses were more accurate than second editions of New York morning papers.

Staff correspondents over the nation sent results to divisional headquarters of Transradio and 20 special correspondents flashed results from 24 other States. Blended with flashes were interviews with leading candidates and comment from Mrs. Franklin D. Roosevelt, Democratic Chairman Farley, GOP Chairman Fletcher and Mrs. Caroline O'Day. The entire coverage was directed by Herbert Moore, Transradio president.

WTMJ, Milwaukee, sent a transmitter car around to voting places and returns were sent by short wave to the main studio and relayed to listeners on the regular wave length.

Receipts at Low Point

WITH PARTY coffers at a low point and interest in New York City balloting far below that of 1932, stations in the metropolitan area received less during the campaign from political sponsors than in either of the two preceding years. WOR, Newark, profited from the gubernatorial and senatorial contests. Besides it received a share of the New York State campaign money, its political income amounting to $31,350.

Total revenue of CBS was $18,793, of which WABC, New York, accounted for about $3,500. On WMCA the Democratic party spent $5,825 and total revenue amounted to something over $7,000. Complete figures for NBC's New York stations are not available, but during September and October WJZ received $1,834 from the McGoldrick compaign, and in October the Republican State Committee paid WEAF $562, a total of $2,396. Just before polling day there were network broadcasts by the national committees.

Huey Turns Announcer

ON ELECTION night listeners received a rare treat over WDSU, New Orleans. The station had a participation program scheduled during evening, using a local orchestra. WDSU has never missed broadcasting election returns during the past 11 years. Coupled with this Huey Long wanted to use the station on the same evening, so the orchestra was dropped and a pickup made from the Senator's rooms in the Roosevelt Hotel. A WDSU announcer was sent over to Huey's rooms with continuity on the plugs and was supposed to spot these on the Senator's time. Huey was so pleased with the sweeping returns of victory as they came in, that he asked the announcer to let him turn radio announcer, and so Huey put on most of the announcements. The Senator not only read the plugs but worked them into his own remarks.

Third Quarter for RCA Better Than Last Year

FOR THE FIRST nine months of 1934, Radio Corporation of America and subsidiaries transferred to surplus a net income of $2,177,770.78 contrasted with a loss of $1,793,370 for the first nine months of 1933, according to the consolidated statement announced by David Sarnoff, RCA president. Net income for the 1934 period, before deductions for interest, etc., was $6,296,669.93 and gross income was $53,415,497.68. These figures are contrasted with $1,367,170.23 and $41,744,550.55, respectively, in 1933.

For the third quarter of 1934 the statement shows gross income of $16,810,790.17; net income before interest, etc., $1,709,074.90, with $406,189.97 transferred to surplus which stood at $11,446,861.41 on Sept. 30. For the third quarter of 1933 gross income was $13,988,114.17, net income before interest, etc., was $562,852.12, and $525,158.87 was deducted from surplus.

When Democrats and Republicans* agree!

WHO should know better than the smart political leaders who directed the New York Gubernatorial campaign how to reach New York City's millions—by Radio!

It is certainly a tribute to the popularity and standing of WOR in New York City that this station was chosen to carry more political broadcasts in both the New York local and Gubernatorial campaigns this year than any other station serving New York. In fact this year, as last year (when the three-cornered mayoralty battle was waged), more time was bought on WOR by both Democrats and Republicans than on all the other metropolitan stations combined.

Whether precious votes or precious orders are at stake in America's greatest city, WOR can always be depended upon to do the SELLING job!

WOR

1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC. • NEWARK, N. J.
Chicago: Wm. G. Rambeau, 360 N. Michigan Ave.
Boston: James F. Fay, Statler Bldg.

*. . . not to mention the Recovery, Constitutional and Communist Parties—all of whom bought time on WOR!

Dramatic Program Develops Store's Shopping Services

Popular KMBC Program Gets New Patrons, Bigger Sales

OVER-THE-COUNTER results and a big radio audience tell most effectively the success story of the John Taylor Dry Goods Company's broadcasting experience in the Kansas City trade area, using station KMBC, according to *Retail Ledger*.

It was in late spring that the store started its daily 15-minute "Joanne Taylor's Fashion Flashes." Originally planned as an introduction to a personal shopping service, the program has developed into a dramatization of the services which customers may obtain from the store's fashion consultant and it has increased business in all departments.

Under its policy of dignified merchandising the store did not care merely to put on entertainment followed by bargain announcements. Instead, a program was arranged which dramatizes actual incidents in the office of the shopping director, with Mrs. D. C. Wise, a combination home-maker, stylist and shopping adviser, assuming the part of Joanne Taylor.

A Broad Service

OUT-OF-TOWN customers, invalids, men seeking gifts for women, brides, expectant mothers—all may obtain her personal shopping service. Besides helping buyers to buy efficiently, she suggests additional purchases and endeavors to keep them satisfied with their purchases, thus reducing the number of returns.

Surveys show that at 9 a. m., from 59 to 70 per cent of the radios in the city are tuned to the Fashion Flashes. This hour was selected on the theory that women had completed their breakfasts and might be planning shopping tours. A record theme song opens the program and then comes announcement that the listener will be taken to Joanne Taylor's shopping service in the store. Coming next is a scene with a background of office procedure such as typewriters, telephones and people coming and going.

Creating an Audience

LISTENERS hear Miss Taylor open her mail and tell secretaries how to handle shopping inquiries. They hear her confer with buyers and department heads, as well as interview customers.

An initial audience for the program was created by store displays, enclosures in monthly statements and bill-board advertising. In its first three weeks, the program mentioned black linen suits several times and more than 600 yards of black linen were sold, as well as patterns, buttons and findings. Other departments of the store have profited by the program and many women who previously had traded elsewhere have been attracted. Often they come for one article, but stay to complete their shopping under the guidance of Joanne Taylor.

Bolling Joins WXYZ

Mr. Bolling

GEORGE W. BOLLING, of Hays MacFarland & Co., Chicago agency, and former commercial manager of KYW, Chicago, has been appointed assistant to H. Allen Campbell, commercial manager of WXYZ, Detroit, key station of the Michigan network and affiliated with the new four-station Mutual Broadcasting System. Experienced in newspaper, radio and advertising agency work, Mr. Bolling also previously served as Western Representative of the Westinghouse stations. He is a graduate of Annapolis, and was a member of the American swimming team competing in the Antwerp Olympic games in 1920.

Roquefort Series

SPONSORED by the Roquefort Association of Roquefort, France, a new series titled "The Story Behind the Song" began Nov. 12 on 10 CBS stations, Mondays and Thursdays, 1:30-1:45 p. m. The dramatizations are written and produced by Bob White, who, with Don Ameche, heads the cast. The account was placed by Morris, Windmuller & Enzinger, Inc., Chicago.

RADIO'S APPEAL
Reaches More People Than the Press, Paper Admits

BY A NEWSPAPER'S own admission, radio reaches more people than it does. That is the ironical situation in Omaha, where KOIL recently broadcast a hearing in municipal court and business almost ceased for three days while the whole city listened to the broadcasting of the procedure.

So general was the appeal of the broadcast that counsel for two Omaha persons charged with murder noted an appeal on the ground that it would be hard to pick an unprejudiced jury inasmuch as nearly everyone had listened to the hearing via KOIL.

Following the broadcasts, an Omaha newspaper gave editorial space to the appeal of the defense and pointed out that while such hearings were public and theoretically anyone could attend, actually few people came to the court room. The editorial stated that although newspapers gave the details, a broadcast was different in that it probably reached more people—enough, in fact, to make it hard to find 12 persons who had not heard enough of the case to disqualify them for jury service.

Business houses told KOIL that they could do practically no business during the broadcasts and the telephone company reported that phone calls almost ceased.

Cooperation in Clear Channel Study Promised by Engineers and Stations

Equipment and Personnel to Be Made Available to FCC In Its Inquiry Into the Broadcast Structure

FULL COOPERATION, through provision of equipment and personnel, in the exhaustive clear channel study planned by the FCC to ascertain the degree of service received by listeners from the existing broadcast structure and upon which it proposes to base future policies, was pledged to the Engineering Department of the FCC at an informal conference Nov. 9 by engineers and representatives of some 35 stations and the networks.

Called by Dr. C. B. Jolliffe, chief engineer, pursuant to the action of the Broadcast Division Oct. 30 authorizing the investigation, the conference discussed the scope and nature of the proposed study and agreed to meet again Nov. 23, during which time a subcommittee will endeavor to formulate concrete technical plans. In addition to Dr. Jolliffe, the subcommittee will include A. D. Ring, assistant chief engineer in charge of broadcasting; Dr. J. H. Dellinger, radio chief of the Bureau of Standards; C. M. Jansky, consulting engineer heading the firm of Jansky & Bailey, Washington, and others to be designated.

Roughly, it is estimated that the far-reaching technical study—eclipsing anything ever before attempted—will cost about $60,000, of which the FCC itself plans to spend one-fifth. Completion of the technical aspects of the undertaking is sought by early spring; with detailed data covering clear channel service to every part of the country, supplemented by service rendered by other classes of stations to rural areas.

Technical Data Sought

IN OPENING the sessions, Dr. Jolliffe explained that the aim of the survey is to determine the results of the present allocations as reflected in service to the public, but with particular reference to the secondary service of clear channel stations. The FCC, he declared, will cooperate to the fullest extent by utilizing the field equipment it has available in the score of field offices as well as its seven field trucks equipped with measuring apparatus. From the stations voluntarily participating in the survey, he asserted, the FCC seeks only technical data, rather than conclusions, as to coverage, and will undertake to direct and correlate this data itself.

"The broadcast industry," Dr. Jolliffe declared, "needs to know more about the service it is rendering." He pointed out that in the past there has been no definite data for the country as a whole that could be depended upon, and that the task is so immense that the Government naturally does not have adequate equipment or staff to undertake it.

Mr. Ring declared the general plan he had in mind for the study embraced four major parts. First, he asserted, there should be continuous recordings of the field in-

(*Continued on page 39*)

Hearing in KFI Case Continued by the FCC Until First of the Year

ALLOWING the dozen applicants until Jan. 1 to file briefs, the Broadcast Division of the FCC on Nov. 2 adjourned the hearings involving the 640 kc. clear channel after ten day and three night sessions at which a huge volume of testimony was submitted. The 20 or more respondents were allowed until Jan. 15 to file briefs.

The hearings, the most exhaustive involving competitive station applications since the new FCC was created, brought to the legal and technical firing line a dozen lawyers and half that number of consulting engineers. Altogether some 75 persons participated, including about 50 witnesses.

The case was related to applications for assignment on the 640 kc. clear channel upon which KFI, Los Angeles is the dominant station. Several of the applications sought to "break down" the channel through duplicate operation. Three applications, sponsored by the Cleveland *Plain Dealer*, which controls WHK, Cleveland, and WAIU, Columbus, sought a second outlet in Cleveland through a three-way frequency shift which involved the KFI channel. That series of applications, however, was amended to request operation on the 640 kc. channel in Cleveland until local sunset, instead of until 8 o'clock PCT. Whereas KFI opposed the original application, it took the position, after the amendment, that it preferred that no other station be assigned on the wave, but that it did not oppose any of the applications seeking only limited time or daylight operation on the channel, rather than night operation.

Other applicants for assignment on the channel are Portland (Me.) Broadcasting System; Eastland Co., Portland, Me.; Kunsky-Trendle Broadcasting Co., of Detroit (seeking a shift for WXYZ); WAAB, Boston; WFLA-WSUN Clearwater, Fla.; WORC, Worcester, Mass.; KFUO, St. Louis; Irving D. Sisson, Pittsfield, Mass.

Joins Drug Group

DR. FREDERICK J. CULLEN former chief of drug control of the U. S. Food & Drug Administration, has been named Washington representative for the Proprietary Association, according to its president, Frank A. Blair. He succeeds Ervin F. Kemp, who died recently after 30 years with the association. Dr. Cullen served as chief of drug control from 1931 to last May. He now will be liaison between the association and the Food and Drug Administration. Offices of the association are in the Washington Star Building.

NBC Sales Executive

WINSLOW LEIGHTON, commercial manager at WGY, Schenectady, has been named national sales representative of NBC, retaining his WGY connection and acting as sales contact for NBC in eastern New York and western Massachusetts. He has been with WGY since his graduation from Yale in 1929, both as announcer and on the commercial staff.

From the time that Florenz Ziegfeld and McClelland Barclay awarded Harriet Lee the title of "Miss Radio," her career has been a continuous story of "she came, she sang, she conquered." In joining Station WTIC Miss Lee brought new fame to one of radio's most distinguished groups of artists—a group that has long demonstrated its ability to capture New England audiences.

Now let's take a quick look at the WTIC Communities as a market. Here are over 1,500,000 listeners. Their buying power is far *above* average. Distribution costs are well *under* average—for the area is less than 100 miles square.

Finally, Station WTIC offers the *only* way to reach this entire market at small cost. A few choice hours are now available. Full particulars on request.

NEW YORK OFFICE: 220 East 42nd St., J. J. Weed, Manager
CHICAGO OFFICE: 203 No. Wabash Avenue, C. C. Weed, Manager

STATION WTIC, HARTFORD, CONN.

50,000 WATTS

Owned by the Travelers Broadcasting Service Corporation

THE WTIC COMMUNITIES
A prosperous population in a compact market

Facts for Food Advertisers

Potential WTIC Primary Audience	1,580,367
Per Capita Savings Bank Deposits	$600.00
Food Outlets, Retail	9,918
Volume of Business	$237,464,000.00

Operated Daily
7:00 A.M. to 12:00 Midnight
Sundays 9:30 A.M. to Midnight

Member New England
and NBC-WEAF Networks

Personnel Makes Station Personality

Careful Choice of Officials and Employes Important; How Profits Ruined One Broadcaster's Influence

By PURNELL H. GOULD
Commercial Manager, WFBR, Baltimore

Mr. Gould

ADVERTISERS and agencies are more and more looking to the personality of broadcasting stations as competition for business increases. Consequently, according to Mr. Gould, it behooves every broadcaster to build his entire staff with the idea of creating a distinctive personality which will make his station stand out in the prospective sponsor's analysis of advertising media. While this advice is somewhat obvious as to the commercial department, it is just as important in the selection of every stenographer and clerk, he declares.

STATION PERSONALITY like individual personality is a very definite thing and most buyers of radio time, particularly those placing local and spot advertising are finding it increasingly important to familiarize themselves with this fact. Inanimate things, such as a radio station undoubtedly is, are not usually designated as possessing a personality. However, due to the very intimate character of its functions—that is the transmission of the human voice directly into the home, a radio station does take on a very marked personal relationship with the listener. In my opinion it, therefore, possesses what we call personality.

I have searched the dictionaries for a definition of personality, but none of them satisfies me. Webster's International says, "Personality implies complex being or character having distinctive and persistent traits, among which reason, self-consciousness, and self-activity are usually recognized as essential." Students of psychology have various methods of defining personality. The behaviorist view compares personality, as a whole, with a gas engine. The way a gas engine works is its personality. When the separate parts work together efficiently so that the engine runs smoothly, its personality is well integrated.

Variety of Personalities

SPEAKING individually, everyone has more or less of a personality. Some impress us as pleasing, others striking; some just pleasing, and a great majority are average—that is, nothing very definite one way or another. Then there are still others, unfortunately, who have a personality which is displeasing or irritating. Most salesmen are of the pleasing type; the most successful are possessed of a personality which is striking or very pleasing. There are also individuals calling themselves salesmen whose personality is in the average class and a few in the displeasing class. The latter do not last long, and in these days it is difficult for even the average ones to get along. The same thing is true of the personality of radio stations.

The American system of radio has made the art of broadcasting the art of selling so that every station is a salesman. In a discussion of the personality of a radio station, therefore, we will consider it the same as we would an individual. Inasmuch as the character of a radio station is derived from those who are responsible for its operation, let us look behind the microphone and study the personality of the personnel of the station.

Re Station Operators

THE OWNERS of the station. What type of persons are they? Are they really interested in the welfare of the community from which they hope to derive a livelihood? "For public interest, convenience and/or necessity." Is that just a phrase in the law for them to observe only so long as they do so on the right side of the line, or do they observe it in spirit also? Will the station be used as a mouth-piece for individual or group's beliefs? Fortunately for the business of radio broadcasting the Communications Commission is very much interested in the above, and a close check is kept on the stock-holders of each station.

The head of the station has upon his shoulders the responsibility of selecting personnel. What is the type of individual who works for the station? What is the physical appearance of the station? Its general make-up? No matter how small a station, it can be decorated in good taste, if only for the benefit of the performers and other employes. Our surroundings to a large extent shape our personalities. More consistent and better work will be done in a restful and smoothly running atmosphere.

Each Employe Counts

THE OFFICE FORCE as well as artists and announcers must be selected with good judgment. A careless stenographer or clerk in a broadcasting studio can cause a lot of trouble in no time at all. Local advertisers and agency representatives should make it a point to visit the station they are hiring as a super-salesman and judge for themselves just how conscientious are the workers whose duty it is to see that everything runs as a well regulated gas engine would run. The manager of a station who makes himself easily accessible to the client and who is patient in his explanations of the mechanics of radio will reap the reward he deserves in continued patronage.

The advertiser when visiting the studio has at times been too prone to tell the program supervisor just how to put on the show. The same advertiser would not think of going into the composing room of a newspaper and try to direct the make-up man. He has a perfect right, of course, to reject the finished product, but if care and judgment have been used in the selection of a program supervisor whose personality is such that his artist spirit may at times be curbed, the aims of the commercial department will be easier to attain.

The Commercial Staff

THE PERSONALITY of the commercial force has a most decided effect upon the results any advertiser will receive from his investment in radio time. We are here concerned with personalities, not so much with radio as an advertising medium. It is the commercial force that will make or break a station. It holds the key to the purse strings and its success in the sale of radio time determines whether or not the best transmitting equipment, merchandising and publicity force, etc., can be used.

The day is past when advertisers flocked to radio as the genii who by speaking solved all their sales problems. While radio in a good many cases is still the genii, now with the so-called depression and its consequent tightening of most advertising budgets, the station's commercial force must get out and dig, and dig deep. Personality of that force must be as striking if not more so than competing mediums.

Success Not Everything

AT THIS POINT I was going to write that the more successful the commercial department is, the more money there will be, which should make the whole station personnel happier with a consequent increase in station personality. Let me change that. I know of a station that was most successful. The manager was kept busy right at his desk signing contracts that just seemed to walk in. That should have made all happier. Well, it hasn't, I think.

The manager got the idea that his was the only station worth the advertisers' consideration. His personality was in the irritating class to most advertisers and agencies. Now it seems that other stations in that same city are out after the business and getting it. The station is losing its personality because the personality of the personnel has changed.

New Corporation To Operate KYW

Tests Bringing Good Results Chicago Employes Released

PREPARATORY to the inauguration of KYW as the Philadelphia outlet for the NBC-WEAF network Dec. 3, under the local management of the Philadelphia Broadcasting Co., early morning program tests are being conducted by the station with excellent technical results. The station is being removed from Chicago, and upon its formal opening in Philadelphia the Chicago unit will be shut down.

The Philadelphia Broadcasting Co. was established by Isaac D. and Dr. Leon Levy, operators of WCAU, Philadelphia, as the organization to direct the local program activities of the new station. Studios in the WCAU Building will be used for KYW.

While the entire slate of personnel appointments has not been announced, Westinghouse Electric and Manufacturing Co., licensee and owner of the station, has designated E. H. Gager, former manager of WENR, Chicago, as plant manager. He has been in charge of the KYW installation. Carl Irwin, formerly assistant program manager of WCAU, has been named program manager, and a corps of announcers and technicians has been selected.

Chicago Staff Released

WITH the exception of Homer Hogan, manager, all employes of KYW, Chicago, operated by the Hearst radio enterprises, have been notified of their release Dec. 3, effective upon removal of the station to Philadelphia. While no other announcement has been forthcoming from Hearst radio headquarters in New York, this generally was taken to mean in the industry that prolonged efforts to procure another station to replace KYW in Chicago as the Hearst outlet have failed. It is understood, however, that these negotiations still are going forward with particular reference to WENR, owned by NBC, either for purchase or lease.

Mr. Hogan, a former newspaper man, and for a number of years director of the Chicago station, is understood to have had several offers from other stations. There is the possibility that he will join WLS, Chicago, as assistant manager. Another possibility is his transfer to Pittsburgh to manage WCAE, Hearst station, in view of the recent resignation of Jack Stewart as its general manager.

With the departure of KYW from Chicago, NBC will concentrate its network programs on three stations—WMAQ, which operates full time, and WLS and WENR, which share time on the same clear channel. Some NBC programs also are broadcast over WCFL, of the Chicago Federation of Labor. NBC within the last fortnight acquired the half interest of the *Chicago Daily News* in WMAQ for about $500,000. Three years ago it acquired a 50 per cent interest in the station for approximately $600,000. While fully owned by NBC the station will continue to be identified as affiliated with the newspaper.

"CLEAR THE AIR!
- - - - *stand by for*
A TRANSRADIO FLASH!"

This dramatic order is being shouted by News Editors to their Master Controls in 125 stations subscribing to TRANSRADIO PRESS SERVICE, Inc.

●

TRANSRADIO—**Gave the American People their FIRST COMPLETE news of the Democratic landslide.**

TRANSRADIO—**Turns the dials to those stations with T. P. franchises when flash news breaks.**

TRANSRADIO—**Consistently holds 67.6% of the New England audience against ALL OTHER programs simultaneously broadcast, according to a Yankee Network survey.**

TRANSRADIO—**Is FIRST on the air with the world's flash news, whether the assassination of a European King, the burning of a crowded ocean liner at sea, the arrest of a new kidnap suspect or the day-to-day developments in the great drama of the NEW DEAL.**

WOR

Heads the nation-wide list of stations served by Transradio, notably:

The Yankee Network	WGR Buffalo
The Michigan Network	WKBW Buffalo
KNX Los Angeles	WHO Des Moines
WLS Chicago	KFEL Denver
KSTP St. Paul	WCLO Janesville
KWK St. Louis	WFBR Baltimore
WQAM Miami	and *92 others.*

A daily volume of 30,000 words, fully authenticated and fresh up-to-the-minute, is available by high-speed printers for stations desiring a complete 24-hour-a-day flash and bulletin coverage. Flash news is also available in units of five, ten and 15-minute programs, with delivery by printer or telegraph out of New York, Chicago and Los Angeles, or by short wave telegraphy.

WIRE OR WRITE FOR RATES

TRANSRADIO PRESS SERVICE, Inc.

"Only What is Authentic and Airworthy."

342 Madison Avenue **New York City**

Status of Broadcasting Not Changed By World Radio Conference at Lisbon

Action Deferred on Allocation Revision and Proposal For Broadcasting on Both Long and Short Waves

DESPITE preliminary study of a number of matters affecting broadcasting allocations and standardization of broadcast technique, vigorously supported by foreign nations, nothing was done at the international radio technical conference in Lisbon, Portugal, Sept. 22 to Oct. 10, that will seriously affect the status quo insofar as broadcasting is concerned, it is learned from members of the American Delegation who returned early in November.

The conference, popularly known as the C. C. I. R., is held between major administrative meetings to consider progress in all branches of the radio art and to draft technical recommendations for the International Telecommunications Conference held every five years, which has treaty making powers. Actions of the C. C. I. R. are purely recommendatory, but participating governments have the option of adopting its conclusions in advance of treaty conventions.

Action Deferred

MORE THAN a score of subjects, including revision of allocation principles and possible expansion of the broadcast band to embrace both long and short waves, were on the tentative agenda of the Lisbon sessions. But in nearly every instance they were designated for further study with consideration to be given at another C. C. I. R. conference tentatively set for Bucharest, Roumania, in 1937, just prior to the International conference in Cairo, Egypt, in early 1938.

One action identified with broadcasting that will have bearing upon future allocations was the adoption of definite curves showing transmission distances in broadcasting. This, coupled with the important wave propagation study, may yield definite formulas regarding allocations at the next international conference. It was pointed out by Dr. J. H. Dellinger, chief of the radio section, Bureau of Standards, and chairman of the American Delegation, that nearly all of the C. C. I. R. activities are interim studies.

Interference Problems

SO IMPORTANT did the nation's broadcasters consider some of the broadcast problems docketed for the Lisbon meeting that the NAB delegated J. C. McNary, technical director, to participate in the deliberations. Several telegraph and communications companies sent representatives, who were accorded floor privileges but did not participate in the official votes. Such matters as the use of directional antennas, synchronization, frequency separation between broadcast channels, single-side band transmission, wave propagation and standardization of receivers all were debated but in most instances deferred until the next conference. It was brought out in each case that while adoption of certain methods might prove beneficial in European countries, they might work hardship in America and on other continents.

Two important matters on the agenda were accorded affirmative action. These related to curbing of so-called "man-made" interferences to all types of radio transmission and reception, and to allocation and use of short wave channels for two-way telephone communications between fishing boats, primarily those plying the North Sea fishing banks.

Survey to be Made

IN THE latter instance, it was brought out that haphazard and unregulated use of medium short waves in the North Sea area had brought about chaotic interference and it was agreed that a plan for orderly allocations should be pursued. Of the American interests, A. T. & T. alone was involved in these actions, since it maintains similar service with fishing boats operating off Cape Cod.

To alleviate the "man-made" interference situation, provoked by increased use of household electrical appliances, such as flatirons, refrigerators, and the like, it was decided that scientific study should be pursued and this task was delegated to Germany and Lithuania for centralized study.

Matters relating to broadcasting in nearly every instance had bearing upon the universal plea for more facilities for broadcasting stations. Strenuous efforts are being made to work out scientific means of enlarging the capacity of the regular broadcast spectrum, either through introduction of synchronization, use of directional antennas, or other technical means long in the laboratory. Single-side band transmission, as a means of enlarging the capacity of the band, came in for particularly heavy discussion and it was agreed that this was a subject warranting intensive consideration.

American Delegates

REPRESENTED at the conferences were 25 nations, some 30 commercial companies, and a half dozen international organizations identified with radio and communications. The American delegation, named in September by President Roosevelt, in addition to Dr. Dellinger, consisted of, Capt. S. C. Hooper (Navy); Maj. Roger B. Colton (Army); Gerald C. Gross (FCC), and William V. Whittington (State Department).

In addition to Mr. McNary, other American private observers at the conference were Loyd Briggs and H. O. Chadwick, RCA; A. J. Costigan, Radiomarine Corporation of America; Lloyd Espenschied and R. A. Heising, A. T. & T.; Paul Goldsborough, Aeronautical Radio, Inc.; H. H. Butner, Mackey Radio & Telegraph Co.; and K. B. Warner and J. J. Lamb, International Amateur Radio Union.

SWEET ADELINE
Quartet Scattered Over the World Blend Voices

FROM four widely separated points on the Little America-United States short wave circuit, four radio engineers on Nov. 14 were to turn entertainers on the Byrd Expedition program sponsored over a CBS network by General Foods Corp., New York.

Irving Reis, CBS engineer, was to be in the WABC studios in New York; S. H. Simpson, program transmission manager of RCA Communications was to sing from his post at Broad St., New York; Bill Clark, RCAC engineer at Buenos Aires was to perform from Argentina and John N. Dyer, radio engineer of the Byrd Expedition, was to do his part of the quartet from Little America.

Equipped with earphones, each member of the quartet could hear chants of distant colleagues and try to keep in tune and in time. Dyer and Reis are acquainted, as are Simpson and Clark; but that is as far as the acquaintance goes. On the same program Charles J. V. Murphy and Harry von Zell again were to have a two-way conversation between the Antarctic outpost and New York.

Meeting Arranged On Child Programs

Leaders in Education and Radio to Discuss Broadcasts

"RADIO for Children" will be the subject of a symposium under the auspices of the Child Study Association of America to be held in New York Nov. 19, with a number of speakers prominent in the field of education and radio scheduled to participate. The "unprecedented concern" over this question on the part of broadcasters and advertisers, as well as parents and others interested in children, the Association said, "has made it a problem of national importance which is enlisting the active cooperation of leaders in many fields."

The symposium program will include discussions on "What Is Known About Children's Interest in Radio"; the "Critic Listens in on Children's Programs"; the "Problem as the Broadcaster Sees It"; "Possibilities and Pitfalls of Various Types of Program"; "Parents' Attitudes Toward the Radio," and "What Can Be Done by Parents, by Broadcasters, by Educational and other National Organizations." The meeting, it was said, will give parents, educators, and broadcasters their first opportunity to come together to formulate practicable and constructive suggestions for the immediate future.

Levering Tyson, Director of the National Advisory Council on Radio in Education, will be chairman of the meeting, and Mrs. Everett Dean Martin, president of the Child Study Association, will preside. Speakers include Walter Damrosch, Merrill Denison, Franklin Dunham, John Lovejoy Elliott, Sidonie M. Gruenberg, John Martin, Sigmund Spaeth, and Frederick Willis.

AMERICAN SOCIETY of Composers, Authors & Publishers will remove from the Paramount Building, 1501 Broadway, New York City, to the RCA Building, 30 Rockefeller Plaza, on or about Nov. 30.

KSD
A DISTINGUISHED BROADCASTING STATION

More Than 100% Increase

Local and national advertising contracts accepted for KSD during October, 1934, were more than double the number for the month of October, 1933.

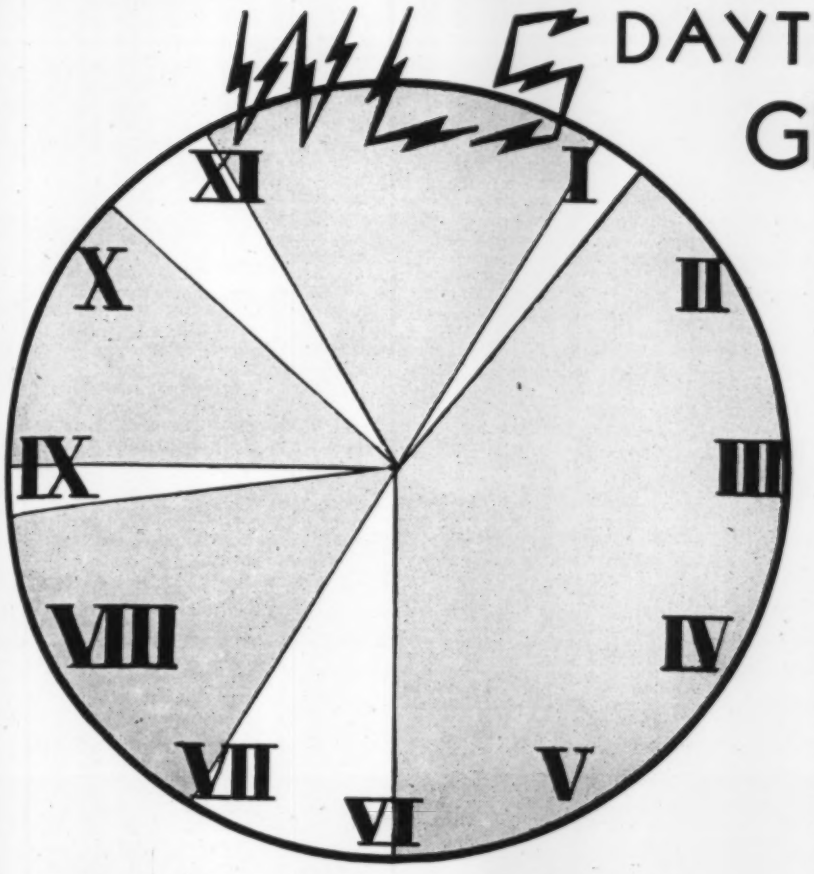
23 Months of Gains

For 23 consecutive months, KSD advertising has shown an increase over the corresponding month of the previous year.

RED NETWORK OUTLET FOR NATIONAL BROADCASTING COMPANY

Station KSD—The St. Louis Post-Dispatch
POST DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

DAYTIME Advertising GETS RESULTS



These Four Daytime Programs are available

SMILE-A-WHILE • • 6:00 to 7:00 A. M.

Monday through Saturday. Just what the name implies . . . a fast-moving, cheery, live-talent wakeup program . . . ten years on WLS . . . proven record of results. One and two minute announcements available—or the program in its entirety.

MORNING MINSTRELS • • 8:45 to 9:00 A. M.

Monday through Saturday. A rib-tickling, old-fashioned minstrel show, conducted in accordance with the best minstrel tradition . . . cast of 11 . . . augmented by 5 piece band. Sold as 15-minute unit.

TODAY'S KITCHEN • • 10:30 to 11:00 A. M.

Monday through Saturday. Something different in household participation programs . . . practical and highly entertaining . . . cast of 12 . . . novel participation setup. Open to six non-competitive products.

PAT BUTTRAN AND MELVINY • 1:00 to 1:15 P. M.

Monday through Friday. A comedy skit centering around the daily telephone conversations that Pat Buttran, employed in Chicago, holds with his sweetheart Melviny in Haleyville, Alabama. The midwest "listens in" and laughs. Sold as 15-minute unit.

Here's Why!

Because of operating on a time-sharing basis, WLS for several years has concentrated on daytime presentations that equal outstanding night-time programs.

Consequently, WLS daytime broadcasts attract a vast and devoted audience in every metropolitan town and rural community in the WLS midwest area. This is reflected in the following statement from "Radio Guide" of November 3rd: "The WLS audience is every artist's goal. Many an artist has been carried on to glory by the support of that fiercely-loyal group of partisans."

And How!

For example, three early afternoon announcements recently brought 53,000 requests for a photograph. Over 266,000 box-tops have been received by a breakfast food manufacturer in response to his morning children's programs.

During the past two years WLS, operating part time, has received in listener mail an average of almost 1,000,000 letters yearly.

These examples are typical of WLS resultfulness.

And So!

75% of WLS daytime advertisers RENEW!

50,000 WATTS

WLS

Write for THESE—TODAY

1. Detailed descriptions of programs listed above.
2. Folder of daytime data—coverage, market, rate and result data, together with some advertisers' letters.
3. Night-time availabilities—a few night-time periods are also open.

THE PRAIRIE FARMER STATION

1230 W. Washington Blvd.

CHICAGO

BURRIDGE D. BUTLER, President — GLENN SNYDER, Manager

New York Office: Graham A. Robertson, 250 Park Avenue

XUM

Election Complaint Investigated by FCC

Probes Gov. Pinchot's Charge His Speeches Are Sabotaged

ALLEGATIONS by Gov. Gifford Pinchot, of Pennsylvania, that radio speeches he has delivered in state campaigning had been maliciously interfered with through introduction of "buzzes," are being investigated by the FCC after receipt of a letter from the Governor making specific complaints.

Writing the FCC Oct. 29, Gov. Pinchot, a Republican, made direct accusations of "sabotage" in connection with a speech Oct. 18 at Charleroi which originated at KQV, Pittsburgh, and was relayed to four other Pennsylvania stations. He cited two other instances in which his speeches allegedly had been marred by transmission difficulties.

In acknowledging receipt of Gov. Pinchot's letter, Chairman E. O. Sykes informed him Nov. 2 that the matter had been considered by the full FCC that day and that a complete investigation would be made. On Nov. 3, Herbert L. Pettey, FCC secretary, asked KQV and the American Telephone and Telegraph Co. for detailed information regarding the incident. Further action will await replies from these sources.

The Pinchot Charges

GOV. PINCHOT'S letter follows:

My Dear Judge Sykes:

Last April a campaign speech of mine was cut off the air on the ground that it was not received properly by KDKA in Pittsburgh from the Harrisburg studios of WHP. Various charges and countercharges were made by KDKA and by officials of the American Telephone and Telegraph Company, but I do not know to this day where or by whom the sabotage was committed. The Pittsburgh newspapers took the matter up, with the result that I broadcast the same speech over KDKA the next night without additional charge.

During the present campaign this sabotage has started again.

On Thursday, Oct. 18, my speech at Charleroi through Stations KQV, WHP, WIP, WGBI and WRAU was ruined by a loud buzz from beginning to end of the speech. Listeners throughout the state, I am told, were barely able to distinguish what I was saying. The lines were tested and shown to be clear immediately before I began to speak. They were clear again immediately after I ceased speaking, when the voice of another campaign speaker came through as clear as a bell.

I went on the air again at Erie on Friday, Oct. 26, over a state-wide hook-up. The first five minutes of my speech came through perfectly, but I am informed that the moment I mentioned the "Sugar Trust" the buzz came on again.

I do not believe I am called upon to submit in silence to sabotage of this kind. If the voices of other speakers can be delivered without trouble, it is beyond explanation that interference such as I have described should constantly happen to me.

Night after night, week after week, month after month, programs from all parts of the world are delivered to the homes of thousands of Pennsylvanians without interference or trouble of any kind, but not when I am speaking.

I am entirely satisfied that it is your intention to see to it that all proper communications are delivered clearly and fairly, and I am confident I may count upon your help to set this matter right.

Sincerely yours,
GIFFORD PINCHOT.

Reply by Judge Sykes

JUDGE SYKES answered as follows:

My dear Governor Pinchot:

Permit me to acknowledge receipt of your favor of the 29th ultimo, complaining of some interference over the radio to the reception of your speech delivered at Charleroi on Thursday, Oct. 18.

The Commission en banc, this morning, has given consideration to the matter and has ordered a complete investigation to be made.

Sincerely yours,
E. O. SYKES,
Chairman.

Authentic Noise

IT WAS rehearsal time for the "Lamp Post Lyrics," dramatic presentation of WLW, Cincinnati. All ready was the script for the immortal Casey Jones ballad. Only one sound detail remained for Lee Fletcher, sound effects engineer, to solve. He wanted a train whistle that would really be a train whistle. Ah! An inspiration. Why not use a train whistle? So he went to the Pennsylvania railroad and borrowed a train whistle, which he blew by connecting it in the studio to a compressed air line.

TWO PLACES AT ONCE
Neat Tricks Add to Pulling Power of Cosmetic Program

A BIT of ingenuity enabled Jack Shannon, program director of WFBL, Syracuse, to take part in a local WFBL program while attending the National Advisory Council of Radio in Education in Chicago last month. His Chicago visit was written into the script, a short-wave message from the convention being promised.

Sure enough, Shannon's voice was heard by the WFBL audience, but it was done with a little record made in advance. The slightly muffled tone gave the desired impression.

The program, a sweetheart team, is put on three times a week and deals with the trials of a couple trying to get into radio. It is sponsored by the L. Perrigo Co., Allegan, Mich. (manufacturing chemists) to introduce its new Edith Abell line of cosmetics. The sponsor takes part in the program, providing many novel chances to work in plugs.

WFBC, Greenville, S. C., Nov. 3, inaugurated its new 1,000-watt transmitter, establishing it as the state's "most powerful station." Operated by the Greenville *News and Piedmont*, the station was established in May, 1933, as a 100-watter. Last September the station was given 1,000 watts day and 250 night on the 1300 kc. channel, and subsequently was authorized to use 1,000 watts full time. It has installed an RCA-Victor high fidelity 1-D transmitter, and new studios.

Fixed Agency Pay Criticized by ANA

Hasse Report Calls for More Flexible Compensation Plan

CONCLUSION that the discount system of compensation to advertising agencies is too "rigid" and that the advertiser is "free to make any terms he wishes with advertising agent" is reached in the long awaited report on advertising agency compensation made for the Association of National Advertisers by Albert E. Haase, research specialist. The report was made public Nov. 12 by Lee H. Bristol, vice president, Bristol-Myers Co.; Allyn B. McIntire, vice president, Pepperell Manufacturing Co.; and Stuart Peabody, director of advertising and commercial research, the Borden Co., acting as trustees of the study, which was prompted by opposition to the more or less standardized 15 per cent agency commission.

National advertisers, the ANA announcement stated, desired to obtain authoritative information as to their rights and duties with respect to advertising agency compensation. Two events last year—the report of Prof. James W. Young on agency compensation in relation to total cost of advertising, and the filing of a proposed NRA code for advertising agencies—accentuated the need for the study, it was stated.

Summary of Results

IN A SUMMARY of the findings, Mr. Hasse stated:

"The points of fact established in this study are these: (1) Advertising agent is agent of advertiser only. (2) Advertiser pays the agency. (3) Agents set the present rate of compensation. (4) Major fault of discount system is its seeming rigidity. (5) The discount system has been modified in actual business practice. (6) Advertiser is free to make any terms he wishes with advertising agent. * * *

"The relationship is between advertiser and agent; they may decide the division of labor between them and the rate and method of payment for the agent. There is no need for the sudden overthrow of the discount system as a cover-all system. As advertisers, agents and mediums come to know and understand their own rights and duties and act accordingly, this cover-all system will, in all probability, gradually disappear without injury to anyone. But the advertising agency has much to offer advertisers. It is the economies of cooperative effort; it is the creative ability of the trained copywriter; it is the experience of specialization. These are advantages that the advertiser cannot well afford to lose. It becomes, then, vitally important for both agencies and advertisers to cooperate in keeping compensation methods elastic enough to allow a continuance of the close interdependence that has made the agency the important factor it is in the welfare of business."

The report has been sent to all ANA members, and is available to non-members through purchase at ANA headquarters in New York at $10 per copy.

SELL CALIFORNIA

8 STATIONS
Los Angeles KHJ
San Francisco KFRC
San Diego KGB
Santa Barbara KDB
Sacramento KFBK
Stockton KWG
Fresno KMJ
Bakersfield KERN

DON LEE RADIO STATIONS
Voted Favorite

Don Lee (KHJ), 45%; 2nd Station, 21%; 3rd Station, 13%; 4th Station 12%; 5th Station, 5%; 6th Station, 4%.

A national advertising agency personally interviewed a large group of boys and girls, ages 7 to 14, and asked these questions:
1. *What is your favorite station?* 2. *What is your favorite program?* 3. *What type of program do you like best?*

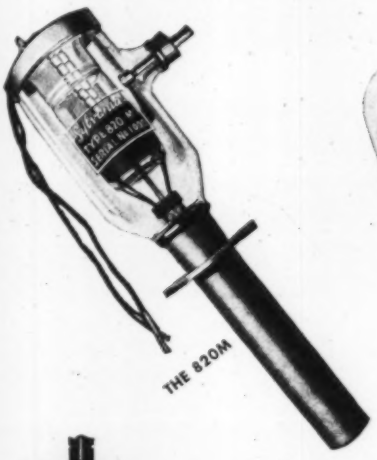
Don Lee is the outstanding favorite in California. Send for a complete report of this important survey on the child market.

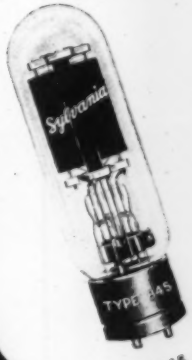
If you want to sell the Coast or any part of it, wire or write for information

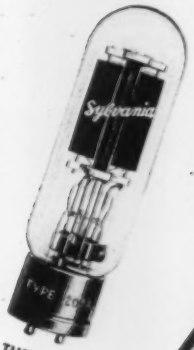
DON LEE BROADCASTING SYSTEM
C. Ellsworth Wylie
General Sales Manager, Los Angeles
7th at Bixel Street, Los Angeles
•
1000 Van Ness Avenue, San Francisco

DON LEE
BROADCASTING SYSTEM

BROADCASTERS GO SYLVANIA







● *More than half of the broadcasting stations in the country are either partially or entirely SYLVANIA equipped.*

Broadcast engineers are becoming more and more SYLVANIA minded because they recognize the notable improvements in the transmitting tubes which this company has developed and introduced.

The progressive SYLVANIA achievements came after a long period during which no appreciable progress was made in power tube engineering. Leading scientists have proclaimed that the SYLVANIA Graphite Anode development marks the first fundamental improvement in transmitting tube design since the advent of broadcasting.

Engineers in steadily increasing numbers are specifying SYLVANIA. This is true not only in the broadcast field but in all other fields of radio communication and for industrial applications where dependable heavy duty service is demanded.

The SYLVANIA line spans the entire range of popular air-cooled and water-cooled types.

HYGRADE SYLVANIA CORPORATION

ELECTRONICS DEPARTMENT

CLIFTON, N. J.

NRA CODE NRA CODE

FACTORIES: SALEM, MASS. EMPORIUM, PA. ST. MARYS, PA. CLIFTON, N. J.

WAREHOUSE FACILITIES IN: PORTLAND, ORE. CHICAGO, ILL. PHILADELPHIA, PA. LOS ANGELES, CAL. ATLANTA, GA. PITTSBURGH, PA. DENVER, COL.

© 1934, H. S. C.

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1934, by Broadcasting Publications, Inc.
EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C.
J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Shades of Tugwell

IN ABOUT SIX WEEKS a new Congress convenes. Shortly thereafter Senator Copeland of New York, just reelected to a six-year term, aided and abetted by Undersecretary Tugwell, will introduce his latest version of legislation to regulate the sale and advertising of foods, drugs and cosmetics. Simultaneously, there will be an uprising of several major industries, including broadcasting, in opposition to the measure, and the turbulent scenes of last year which resulted in the shelving of the legislation will be re-enacted. But there is no certainty this time that the tide of opposition will be sufficiently strong to kill off the legislation.

Any legislative effort to straitjacket unreasonably the sale and advertising of these basic commodity groups would be disastrous. The broadcasting industry realizes about one-third of its gross, or roughly, some $30,000,000, from these commodity groups. Publications are similarly dependent upon such advertising. Literally millions of people are employed by the manufacturers in these fields. To interfere seriously with these industries would further retard economic recovery.

There is admittedly a need for remedial legislation in foods, drugs and cosmetics. Indications are that the initial efforts of proponents of such legislation will be to propose a drastic measure similar to the original Tugwell-Copeland drafts. The counter-movement should be for sound legislation, rather than none at all.

Reaching the Housewife

HOW EFFECTIVE a dash of showmanship plus a portion of clear-thinking can be as a recipe for an effective program that appeals both to women and to sponsors, is demonstrated in the development of "The WCAU Women's Club of the Air." Through lean and troublesome days this program was nursed, and now it stands as another example of what the alert broadcaster can do.

Pure showmanship is not enough, as WCAU early learned in developing its program for women. But showmanship plus good management and initiative told an entirely different story. For example, a tieup with a Philadelphia grocery chain and contacting of women's clubs solved many of WCAU's difficulties, and now the program packs a big auditorium in addition to drawing a huge audience to the loudspeakers. And to clinch the deal, WCAU has figures to show that its program has a sales appeal that moves goods for sponsors.

On top of that, the WCAU "Better Homes Course" is a neat example of holding the listener's interest. Those in the radio audience who take this radio course in home building must work out definite assignments for which they receive a diploma. Still more, they must attend meetings of affiliated women's clubs. And to top it off, the station has gained an immense amount of good will in its trade area.

One Man's Ideas

HEARINGS on the proposals for class allocations of broadcast facilities are over. It now remains for the Broadcast Division of the FCC to draft its report to Congress in conformity with the provision in the law that it investigate and report on the demands of certain groups for a portion of the facilities for "non-profit" use.

To us it seems that the case built by the broadcasters, and by the scores of recognized leaders in art and industry who voluntarily commended the educational and cultural services now rendered over the air, is infallible. The Broadcast Division leaned over backward to give the proponents of new legislation every opportunity to present their case in any way they saw fit. Rules of procedure were disregarded to fit the whims of these groups.

Yet this small array of educators has already begun to cry "wolf" and insinuate unfair treatment. Their spokesman, in appearing to present the "rebuttal" to the broadcasting industry case, went so far as to warn the Broadcast Division that its predecessor, the Radio Commission, had been accused of bias and discrimination and that it should guard against similar accusation.

In retrospect, it appears that much of the controversy about class allocations can be traced to one individual—Joy Elmer Morgan, chairman of the National Committee on Education by Radio. That his is a forlorn hope was seen in the fact that the overwhelming majority of reputable educational groups favored continuance of the existing system in appearing to testify before the FCC.

We hope the Payne Fund, which endows the NCER, will study the record of the recent hearings, and we are willing to let it, as well as the FCC, stand in judgment on what has been shown. We would like particularly to have it note the latest action of Mr. Morgan in sending out far and wide a letter urging "friends of better radio" to lobby the FCC and Congress in favor of the now famous but thoroughly repudiated Tennessee Valley Association's alleged proposal for a government radio chain.

Mr. Morgan's letter was sent out *three days after* the chairman of the TVA had wired the FCC to state that Dr. Reeves' testimony did not represent the TVA's attitude toward radio and to request that Dr. Reeves' statement be expunged from the record. If there is any doubt about Mr. Morgan's real purpose, it is dispelled by this incident. If he knew about the repudiation, he made no mention of the fact in his letter. If he did not know about it, he was guilty of gross negligence as chairman of NCER. When the matter was called to his attention by Mr. Loucks of the NAB, he failed to explain, although several other members of his own committee did reply to Mr. Loucks to condemn the Morgan letter.

We think there is need for committees on radio education, properly endowed, to utilize the generous time on the air still open to them without cost and to advise on educational radio if not actually to stage programs. We believe the educational stations have every right to band together for their mutual benefit and protection. But the educational interests need constructive leadership of the highest standing and irreproachable purpose.

The RADIO BOOK SHELF

LISTING all broadcasting stations in the world that operate in the regulation medium and long wave bands, *Foreign Radio Broadcasting Services* has just been published by the Department of Commerce and is available from its Bureau of Foreign and Domestic Commerce at 25 cents. Like the world short wave radiophone log, the broadcasting log lists stations by countries, and was compiled on the basis of reports from American trade agents abroad by Lawrence D. Batson, of the Bureau's electrical equipment division.

"THE EXTENT to which use is being made of broadcasting facilities for various public service objectives is not realized," says the foreword to a booklet, entitled "Some Public Service Broadcasting," by Cline M. Koon, who shows just what has been done along this line. As Senior Specialist in Education by Radio, of the U. S. Department of Interior, he has been in close touch with radio and education. His newest work is published by the University of Chicago Press, Chicago, and costs 35 cents.

"RADIO as a Cultural Force" titles a booklet published by CBS, embodying the remarks of William S. Paley, CBS president, before the FCC Oct. 17 during the hearings into proposals that a fixed percentage of broadcasting facilities be allotted to non-profit groups. The talk outlines the continuing progress being made in the use of radio for educational purposes, and defines the policies and practices of CBS in these fields.

"RADIO-Keystone of the 20th Century" is the title of a four-page leaflet written by John Ness, promotion manager of KNX, Hollywood, for distribution to service and women's clubs and similar groups. It is the first of a series of promotional ideas for KNX.

We Pay Our Respects To—

EDWARD ARMOUR BYRON

ONE OF THE MOST distinguished graduates of the WLW school of broadcasting executives, Edward Byron, at the age of 29, is head of the radio department of William Esty & Co., Inc, New York. Though radio is the only occupation in which he has engaged, he is familiar with many branches of it from personal experience, and now, as radio director for a comparatively young agency, he is responsible for the air campaigns of the R. J. Reynolds Tobacco Co., (Camel cigarettes) and other important national advertisers.

Born in Newport, Ky., Byron was slated by his father, who was in business there, for a career at the bar. He attended Ohio State University and the University of Cincinnati, and the College of Law affiliated with the latter. But campus theatrical activities of the "Fresh Painters" appealed to him more, and after writing the book and lyrics for the society's production in the spring of 1927, he abandoned his studies for the entertainment field.

WLW, then operating with 5,000 watts, had no regular continuity writer, and Byron worked out a plan with John Clark, then commercial manager, to write a complete show for submission to a sponsor. The idea was sold, and the station got a staff continuity writer. After the station was boosted to 50,000 watts, Byron was appointed program director, having charge of talent and program personnel. Under his guidance, the "nation's station" inaugurated many of its best-known programs, some of which have become network features, and engaged many artists who have since been graduated to New York and to top billing on the chains.

Probably the first radio stock company was "The Crosley Theatre," which ran for three years and had the distinction of being repeated on different nights at different hours to reach the maximum audience. For a long time the program was presented on Sundays with repeats Wednesdays and Saturdays.

The position gave Byron an opportunity to round out his experience in various subdivisions of the business of broadcasting. Before long he had not only written and built programs, but had announced and produced them, announced outside events such as football games, and negotiated the sale of many of the features he originated to commercial sponsors.

He built the inaugural program for the Quality Group, when it was first formed, and it was not just coincidence that one of the Esty company's accounts became the first client of the group as recently reconstituted. Arrangements had been made to hook up WLW, WOR, WGN and WXYZ for Baum Bengue, before the stations had announced their plans for the new Mutual Chain. The contract was already in their hands when the new association became effective, and the series was inaugurated Oct. 19. Byron had remembered the effectiveness of the old group.

Tailor-made networks are no novelty to him. He built a nine-station chain for the Kroger Baking & Grocery Co. while it was a client of WLW. Neither is the "kidding" of sponsors by the talent they pay for an entirely new thing. It was done regularly on the "Crosley Follies," which ran four years ago on the Cincinnati station in the interests of Crosley radios.

A census recently taken in New York showed no fewer than 87 prominent artists now heard on the networks or leading metropolitan independents had been "up and coming" at WLW during the period Byron directed its programs.

One of the most successful individual programs on the station at the time was "The Maxwell House Cotton Queen," precursor of the present "Maxwell House Showboat."

In April, 1931, Byron married Gertrude Dooley, who had been leading woman in the Crosley Theatre Co. Joseph A. Chambers, WLW chief engineer, is married to Byron's sister, Cecilia.

In the fall of 1932 Byron moved to New York and became program counsel for Scott Howe Bowen, Inc., thereby rounding out his general experience with a first-hand acquaintance with recording methods. Afterwards he did free-lance production work, and in this capacity was called in by the Esty company in November, 1933, to produce "The Camel Caravan." About Jan. 1 of this year he was appointed radio director of the agency.

He now builds and personally produces, in addition to Camel, the George Gershwin programs for Feenamint, "Bar-X Days and Nights," and the Baume Bengue shows.

Byron believes in allowing the principal character in a show to carry the burden of the commercial announcements as well as the entertainment—a technique which he tried out early with "Singin' Sam" when he was locally sponsored by the Great States Lawn Mower Co. He measures the success of a program by the small town response rather than that of Broadway, keeps at least one eye on the product's sales curve and for recreation listens to radio programs.

PERSONAL NOTES

R. M. BROPHY, veteran radio executive who resigned as assistant general manager of Canadian Marconi Co., to join NBC, has been named assistant manager of NBC station relations under Donald Withycomb.

F. G. TAYLOR, advertising manager of BROADCASTING Magazine, was stricken suddenly with appendicitis Nov. 6 and operated on the following day. He is convalescing at Sibley Hospital in Washington.

CHARLES C. CALEY of Peoria has been named manager of national advertising for WMBD, Peoria, Ill. He has had nearly a decade of newspaper and agency experience.

ERNEST ROGERS, radio editor of the *Atlanta Journal*, operating WSB, has been appointed public relations director of the newspaper with the duty of coordinating all its departments with the radio station.

NAYLOR ROGERS, general manager of KNX, Hollywood, discussed "Radio —Keystone of the 20th Century" in an address Oct. 26 before the round table of the Los Angeles Advertising Club. John Ness, KNX promotion manager, also discussed radio, particularly the news angle, saying that radio has sounded the death knell of the newspaper extra.

GERALD NORTON, of the sales staff of KHJ, Los Angeles, became service manager of the department Nov. 1, succeeding Jack Fonda.

H. T. SCHRADE, formerly on the West Coast for Columbia Phonograph Co., and last year stationed in the Orient for the firm, has been named general manager for Columbia's sound-on-disc department in Hollywood.

PHILIP G. LOUCKS, NAB managing director, and Harry Shaw, former NAB president and former operator of WMT, Waterloo, Ia., left Nov. 10 for a 10-day deer hunting trip in Canada, near the international border.

KARL A. SMITH, associated with the law firm of John W. Guider and Duke M. Patrick, Washington radio attorneys, is recovering from an emergency appendicitis operation performed Nov. 6.

HARRY CARLSON, formerly assistant to Robert Feldman in charge of the Dance Parade on WNEW, Newark, has been appointed night manager of WNEW. Edward R. Paterson and Stephen L. Fuld have been added to the sales staff.

MISS BLENDA NEWLIN has been appointed traffic manager of KTAB, San Francisco, succeeding Miss Dorothy Gillespie, who resigned to become Mrs. Donald A. Garry. Miss Newlin was promoted from the position of hostess. Mrs. Catherine Ballou, formerly in the program department of KFI, Los Angeles, is the new hostess. She is the wife of David Ballou, who is a new addition to the San Francisco NBC production staff. KTAB has also added Fred Hegelund and Dan Lussier to its staff. Hegeland has been assigned to sales promotion and continuity. Loussier, who was formerly with KOMO, Seattle, as continuity writer and producer, will continue in that capacity with KTAB.

MAX JORDAN, Continental European representative of NBC, arrived in New York Nov. 1 to discuss with officials of NBC European relay programs and to visit with friends there and in Washington. He departs at the end of November for his headquarters in Basle, Switzerland.

BARRON H. HOWARD, general sales manager of WRVA, Richmond, addressed the Advertising Club at the University of Richmond Extension Nov. 6 on "Radio as a Prime Medium of Advertising."

CESAR SAERCHINGER, CBS European representative, sailed Nov. 9 on the S.S. *Rex* for Genoa, Italy, after a visit in this country.

JOHN McCORMMICK, who became production manager at WKRC, Cincinnati in September, has been appointed acting manager to succeed E. S. Mittendorf, who resigned Nov. 1 to go to California. Maynard Craig, formerly with WBNS, Columbus, has joined WKRC as continuity writer and announcer.

C. C. PYLE, general manager and vice president of Radio Transcription Co., of America, Chicago, arrived at the company's Hollywood office Nov. 1 for a month's stay.

GERALD KING, manager of KFWB, Hollywood, is making a trip to Washington this month in connection with the station's application for a boost from 2,500 to 5,000 watts.

EDWARD de SALISBURY, for four years advertising art director for the NBC advertising and sales promotion department, has been named sales promotion manager of the NBC Artists Service Bureau. Before joining NBC he had been with Barron Collier, Inc., New York car card advertising concern.

LELAND BICKFORD has been appointed editor-in-chief of the Yankee Network News Service.

JERRY AKERS, formerly manager of WRBX, Roanoke, Va., has become general sales manager of Affiliated Radio Networks, Inc., 666 Lake Shore Drive, Chicago, WCFL, of the Chicago Federation of Labor, is identified as key station.

EDWARD JANSEN, sales manager at KVI, Tacoma, recently addressed the student body of the College of Puget Sound, describing his radio experiences.

JOHN E. HASTY, production manager of MacGregor and Sollie electrical transcription studios, San Francisco, is recovering from a severe illness that confined him to his home.

AMORY ECKLEY, KFRC, San Francisco, sales department account executive, has been transferred to KHJ, Los Angeles, to a similar capacity. Eckley originally came to KFRC eight months ago from Los Angeles, where he was associated with an advertising agency.

MacGREGOR & SOLLIE, San Francisco transcription firm, has produced a series of "Doc Savage" programs, dramatized from a Street and Smith publication, for the Knox Co., Kansas City (Cystex). The programs will be released over about 70 stations.

XUM

BEHIND THE MICROPHONE

LOUIS LACEY, formerly vice president and general manager of KYA, San Francisco, and later with NBC and KPRC, Houston, Tex., has returned to San Antonio, his native city, to become manager of KTSA. He succeeds Ralph Nobles.

JULES WHITE has assumed charge of continuities at KPRC, Houston, Tex. Miss Lucilli Seeley directs women's programs.

JAMES SANDERS, announcer, formerly with KPRC, Houston, Tex., has joined the staff of WMC, Memphis. His place has been taken by Fort Pierson, formerly with KTBS, Shreveport, La.

JOHN THORBAHN, of WNAC-WAAB, Boston, will join the newly organized staff of KYW in Philadelphia Dec. 3.

THOMAS ROCKWELL and Segar Ellis, of the staff of Rockwell-O'Keefe, Inc., New York, are spending several weeks in Hollywood, opening a west coast office for the firm.

CHARLES SMITHGALL, staff announcer of WGST, Atlanta, was married recently to Lessie Bailey of the WGST staff, whose continuity he has been reading on the air. Mrs. Smithgall will continue as a continuity writer. The couple spent their honeymoon in New Orleans.

CHARLES D. ISAACSON, program director of WLTH, WARD, WVFW, Brooklyn, has resigned.

JACK McGREW, formerly chief announcer of KFIM, Belmont, Tex., now a law student at the University of Texas, has been named office manager of KNOW, Austin, Tex.

WARDE ADAMS, Jr., publicity director and announcer of WRVA, Richmond, addressed the Hi-Y Club of John Marshall High School Nov. 6, in the studios, giving a history of radio and a discussion of station operation.

IRVIN G. ABELOFF of the announcing staff of WRVA, Richmond, is the father of a boy born Nov. 9.

ALEXANDER McDONALD, formerly a member of the WGY players, Schenectady, has been named to the WGY sales force. Miss Crystal Finch becomes stenographer in the sales office.

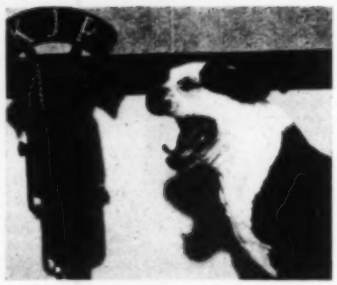
TOMMY OTT has been named program manager and Russ Hodges chief announcer of WHBF, Rock Island, Ill., by James L. Hughes, general manager. Mr. Ott was formerly with WLW, Cincinnati, but joined the Rock Island station last April. Mr. Hodges was formerly sports announcer at WCKY, Cincinnati, and has been with WHBF since last May.

RALPH HUSTON and Leonard Levenson have replaced Claude Binyon as script writers for Woodbury's Bing Crosby programs on CBS.

HUSTON RAY, formerly with the CBS Artists Bureau, has opened his own radio talent agency in Beverly Hills, Calif.

DAVE TAYLOR, production manager of American Radio Features Syndicate, Los Angeles transcription-production concern, writes the series and takes the male lead in the new program of Rocket Oil Co., on KHJ, Los Angeles, with Charles Bullotti, of the KHJ staff announcing.

HENRY SUTTON, Jr., former program director of CKLW, Detroit-Windsor, and announcer on several other stations as well as entertainer, has been named to the staff of WXYZ, Detroit, in charge of commercial production.



"Mike Bites Dog"

IT WAS Mark Hanna, famous editor, who told his fledgling reporters that when a dog bites a man it isn't news, but when a man bites a dog—that's news. And radio has revealed that when a dog talks into a mike so the listeners can understand it, that's also news. So it happened with KJR, Seattle, which "discovered" and interviewed "Boots," Tacoma's talking dog over the station. Promptly all three of Seattle's newspapers sent reporters and photographers to cover this "news broadcast." So did the Associated Press and United Press. On the air the listeners heard "Boots" say in his doggy dialect: "I want my mop." Earlier, at a "press conference," "Boots" spoke more of his repertoire, which included "My, My" and "I want out." After the 15-minute broadcast, 105 telephone calls were received asking for more information about the dog.

SAM BERNARD BROWN, formerly on the NBC announcing staff in Washington, and later with WRBX, Roanoke, Va., has joined the announcing staff of KYW, effective Dec. 3 when that station begins operations in Philadelphia after its removal from Chicago.

BEN JACKSON and Harold Leyton, formerly with Fox Studios, have formed Jackson & Leyton, Inc., with offices at 9168 Sunset Boulevard, Hollywood, to handle talent and writers for radio, stage and screen. A New York office is to be opened.

KATHERINE DRAKE, formerly of the publicity staff of CBS in Chicago, and Jim Cook, formerly of the NBC press department, have joined the staff of Tom Fizdale, radio publicity, Chicago.

P. GALLICHIO, NBC announcer in Chicago, who left recently, has returned to his job.

GARY BRECKNER, program director of KGB, San Diego, and sports announcer, has been doing the announcing of Pacific coast football games for the Associated Oil Co., released over the CBS-Don Lee network. Before entering radio, Breckner had been halfback for the University of Iowa and football coach at Whittier College.

FLORENCE BUTNER, for three years secretary of the commercial department at KFWB, Hollywood, Calif., has resigned. Her place has been taken by Alice Banby.

STRICKLAND GILLILAN, humorist and commentator, began a series of quarter-hour chats for ABS Oct. 14. They will run three times a week out of WOL, Washington.

ROCKY AUSTIN, former production manager of WAIU, Columbus, O., has joined the announcing staff of WSYR, Syracuse, and will also take charge of publicity and write special programs. Mrs. Hamilton White, Jr., Syracuse, has joined the staff as saleswoman and broadcaster.

MAURICE WEBSTER, only 18, but senior announcer of KVI, Tacoma, was awarded a scholarship at College of Puget Sound, where he is a sophomore. Wallace Gade, formerly chief announcer at KVI, Tacoma, has joined the announcing staff at KEX-KGW, Portland, Ore.

GENE STAFFORD, formerly with WSYR, Syracuse, and several agencies, has been appointed assistant program and production manager of WINS, New York.

DEL KING, formerly with KMBC, Kansas City, has joined the announcing staff of KMOX, St. Louis.

GEORGE GIBSON DAVIS, who conducts the Saturday morning Junior Artist series on KFRC, San Francisco, has published a new song entitled, "When a Man Comes Home."

HARRY ROGERS, widely known Pacific Coast newspaperman, has joined Hearst's KYA in San Francisco as exploitation manager.

WAYNE MILLER, of the KFI-KECA continuity-news staff, Los Angeles, has been transferred to the announcing department.

BILL HAY, announcer for Amos 'n' Andy, was guest of honor at a luncheon given by Frederick R. Huber, director of WBAL, Baltimore, while in Baltimore with the comedy team on their road tour.

COLIN REYNOLDS has been assigned to commercial writing for Earle C. Anthony, Inc., operators of KFI-KECA, Los Angeles. He will prepare copy for the Hudson-Terraplane accounts. The Anthony organization is state distributor for these cars, as well as Packard.

S. A. (ROXY) ROTHAFEL on Nov. 17 observes his 12th anniversary as a radio showman, a career that began in the pioneer days of 1922 when he started his own program two weeks after first hearing a broadcast.

DALE ARMSTRONG has been appointed news reader for the *Los Angeles Times* programs broadcast from its studios over KHJ, Los Angeles, and KMTR, Hollywood.

HELEN OSBORN has resigned as secretary to Jack Shannon, program director of WFBL, Syracuse, to live in Umtali, Africa, with relatives.

TROY ORR, formerly publicity manager for Lowe's State Theatre, Los Angeles, has taken charge of KFWB, Hollywood, programs calling attention to bills at Warner houses, and also is directing Warner-First National transcriptions over Los Angeles stations.

HENRY WEBER, musical director and conductor of the new WGN concert orchestra, Chicago, will conduct several operas to be given in the Civic Opera House during the season by the Chicago Grand Opera Company.

Totten on Special Events

HAL TOTTEN, supervisor of announcers and assistant to Sid Strotz, program manager of NBC in Chicago, has been relieved of his duties with the announcers and will devote all of his time to special events and sports broadcasts. Maurie Wetzel, production man, becomes supervisor of announcers under the new set-up. Totten made the sound on the Universal newsreel pictures of the world series and is announcing college football games over WLS-WENR for the Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winner cigarettes), handled by Ruthrauff & Ryan, Chicago.

One Minute, Mr. Advertiser!

Station WLAC, featuring the outstanding programs of the Columbia Broadcasting System and of our own studio, is heard regularly by more than 80% of the radio homes of this section.

WLAC delivers this intensive coverage of the Nashville market at lowest cost. On a "listeners—per-dollar" basis, this station offers you an easy choice, whether for a chain program, spot broadcast, local program or announcement.

May we furnish you information on available time, rates, and the Nashville area?

J. T. WARD
Vice President

National Representatives
Radio Sales, Inc.
World Broadcasting System

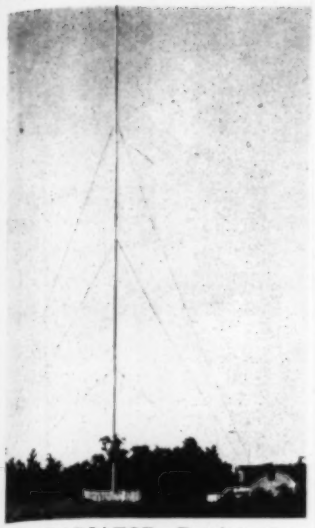
WLAC 5,000 watts

"IN THE HEART OF THE TENNESSEE VALLEY"

Member Station Columbia Broadcasting System

Owned and operated by Life and Casualty Insurance Co., Nashville, Tenn.

FREE & SLEININGER
DEPENDABLE
Radio Station Representatives
NEW YORK CHICAGO DENVER
LOS ANGELES SAN FRANCISCO SEATTLE



NEW RADIATOR—Put into operation in October by WTOC, Savannah, this mast is 206 feet high, tapering from a 7-inch sectional steel tubing at the base to 3 inches at the tip.

WALTER DAMROSCH, NBC music counsel, has added one more honorary collegiate degree to his list, having been honored Oct. 18 by the University of the State of New York, Albany, with the title of Doctor of Humane Letters. Already he has received Doctor of Music degrees from Columbia, Pennsylvania, Princeton and Brown universities.

IN THE CONTROL ROOM

COMPLETE overhauling of the studio equipment at WINS, New York, has been begun, and Charles Pease, chief engineer, expects the work to be finished within a month. Western Electric apparatus is being installed, including dynamic microphones, amplifying and monitoring panels. An additional studio also is being built to accommodate individual speakers, and for the origination of transcription programs.

MRS. J. R. DONOVAN, wife of the chief engineer of WTOC, Savannah, Ga., is recovering from a major operation.

JERRY ZAZVORKA has been added to the technical staff of KNOW, Austin, Tex., as part-time operator.

WILLIAM EGERTON, SBC chief engineer in the San Antonio district, is supervising installations and changes in equipment at KTSA, San Antonio.

J. M. BALDWIN, chief engineer of KDYL, Salt Lake City, has directed installation of an RCA-Victor cathode ray modulation indicator.

ROBERT POTTS, of the NBC technical department, and Miss Mary Thomas, new secretary of WDEL, Wilmington, Del., were married Nov. 10. Mrs. Potts replaced Ruth Aulenbach as WDEL secretary.

H. S. (Dook) LUCY, technical supervisor of WRVA, Richmond, recently had as his guest F. H. MacIntosh, radio engineer of the Bell Laboratories.

RESERVE space now for the 1935 YEARBOOK of BROADCASTING. Advertising forms close Dec. 15.

CHANGE YOUR "SPOTS"

to KFWB in Los Angeles... the nation's fourth largest market. There's not a better "spot" for your money because, among the four major Los Angeles stations, KFWB "spot" rates are from 50% to 60% less. Write for "spot" results, and rates, to **KFWB**

LOS ANGELES

Owned and Operated by Warner Bros. Motion Picture Studios, Hollywood, Calif.
Free & Sleininger, Inc., Exclusive Representatives

for Southwestern Radio Advertising Campaigns

WFAA Dallas & WBAP Ft. Worth

. . . . The logical choice of over 70% of all National Advertisers who have used Radio to thoroughly cover this lucrative market, for these combined stations

OFFER YOU

. . . . CLEAR UNDISTORTED POWER . . . .

Operating on 50,000 watts on the ONLY nationally cleared channel in this area, WFAA-WBAP assure your programs and advertising message of 100% reception.

. . . . . DEPENDABLE COVERAGE . . . . .

Field intensity surveys show WFAA-WBAP's 100 microvolt contour has a radius of 185 miles, the primary coverage area being twice that of the average 50,000-watt station. It includes the most productive portions of the four states making up the great Southwest market.

. . . . . LOW COST PER LISTENER . . . . .

Four and one-half million people live within the primary area of these Stations, and the program prestige is so firmly established, ONLY through the voice of WFAA-WBAP can you reach the ears of the Southwest.

. . . . . COMPETENT SERVICE . . . . .

WFAA-WBAP maintain a trained staff of experts in the separate program, production, and merchandising departments, capably handling your program and carefully checking every possibility to assure it of maximum productivity.

. . TWO GREAT MARKETS—ONE PRICE . .

The transmitter of WFAA-WBAP is located equidistantly between Dallas and Fort Worth, and hence these combined metropolitan areas constitute the LOCAL market. The Dallas-Fort Worth trade area includes the rich east Texas oil fields (which pour over $1,000,000 of NEW wealth into this section every day), as well as the secondary markets of Waco and Wichita Falls. "Sales Management" survey of spending power ranks the combined Dallas-Fort Worth area 15th in the nation and ahead of Cincinnati, Buffalo, and Indianapolis. You get FULL coverage of this entire market for one price!

EVERY NATIONAL SURVEY LISTS WFAA-WBAP AS UNDISPUTED LEADERS IN LISTENER POPULARITY

Represented Nationally by Edward Petry Co.

NEW YORK CHICAGO DETROIT SAN FRANCISCO

WATCH THES

their popu

KOMO-KJR Seattle, Wash.

KXRO Aberdeen, Wash.

KIT Yakima, Wash.

KFBB Great Falls, Mont.

WDAY Fargo, N. Dak.

KOIN-KALE Portland, Ore.

KGVO Missoula, Mont.

KFJI Klamath Falls, Ore.

KIDO Boise, Idaho

KIEM Eureka, Cal.

KOIL Omaha, Neb.

KDYL Salt Lake City, Utah

KFEL Denver, Col.

KVOR Colorado Springs, Colo.

KGHF Pueblo, Colo.

KLX Oakland, Cal.

KNX Los Angeles, Cal.

KVOO Tulsa, Okla.

WDAG Amarillo, Tex.

KGGM Albuquerque, N. M.

KGKO Wichita Falls, Tex.

KTAT Ft. Worth, Tex.

KTSM El Paso, Tex.

KNOW Austin, Tex.

KTSA San Antonio, Tex.

ALSO

KGMB Honolulu, Hawaii

2 GB Sydney, Australia

These more than 100 stations in every part of the country have taken a progressive step of GREAT IMPORTANCE TO ADVERTISERS. Sales from radio advertising are in direct proportion to the popularity of the station. Listeners to these stations are being treated to an unprecedented variety of the finest programs on the air through a new plan called THE WORLD PROGRAM SERVICE. These stations are winning greater and greater popular approval. When considering radio advertising — national, regional, or local — WATCH THESE STATIONS!

WORLD BROADCASTING SYSTEM, INC

50 WEST 57th STREET, NEW YORK, N. Y.

Other Offices and Recording Studios at

400 West Madison Street, Chicago, Ill. 555 South Flower Street, Los Angeles, Cal.

Sound Studios of New York, Inc. (Subsidiary of World Broadcasting System, Inc.) Western Electric Licensee

XUM

SE STATIONS—

pparity is mounting because of

A BIG IDEA!

WCSH Portland, Me.

WOKO Albany, N. Y.

WTAG Worcester, Mass.

WHAM Rochester, N. Y. WEEI Boston, Mass.

WGR-WKBW Buffalo, N. Y. WTIC Hartford, Conn.

WFBL Syracuse, N. Y. WJAR Providence, R. I.

CKLW Detroit, Mich. WKBO Harrisburg, Pa. WOR New York, N. Y.

WCBA Allentown, Pa.

WHK Cleveland, O. WCAU Philadelphia, Pa.

WGN Chicago, Ill. WSPD Toledo, O. WCAE Pittsburgh, Pa.

WHBF Rock Island, Ill. WEEU Reading, Pa.

WLBC Muncie, Ind. WGBI Scranton, Pa. WBAL Baltimore, Md.

WTAD Quincy, Ill. WCHS Charleston, W. Va.

WAIU Columbus, O.

WJBL Decatur, Ill. WEHC Charlottesville, Va.

WTAX Springfield, Ill. WCKY Cincinnati, O.

WBOW Terre Haute, Ind. WRVA Richmond, Va.

WGBF Evansville, Ind. WDBJ Roanoke, Va.

WLAP Lexington, Ky.

KWK St. Louis, Mo. WBIG Greensboro, N. C.

WOPI Bristol, Tenn.

WLAC Nashville, Tenn. WSJS Winston-Salem, N. C.

WNOX Knoxville, Tenn. WSOC Charlotte, N. C.

KFPW Fort Smith, Ark. WREC Memphis, Tenn. WFBC Greenville, S. C.

WGST Atlanta, Ga. WIS Columbia, S. C.

WTFI Athens, Ga.

KLRA Little Rock, Ark. WCSC Charleston, S. C.

WAPI Birmingham, Ala.

WRDW Augusta, Ga.

WQBC Vicksburg, Miss. WMAZ Macon, Ga.

KWKH-KWEA Shreveport, La. WCOA Pensacola, Fla.

WAML Laurel, Miss. WMBR Jacksonville, Fla.

WDSU New Orleans, La. WRUF Gainesville, Fla.

WQAM Miami, Fla.

THE WORLD PROGRAM SERVICE *offers a medium as flexible as newspaper space for national, local or regional advertisers. Auditions and full information at any World Office, or ask the manager of any of these associated stations.*

ADVERTISERS YOU CAN NOW

—use first class talent at a cost so nominal that it is negligible.

—broadcast in any territory where it is desired to advertise, and nowhere else.

—localize sales messages and tie-ups with dealers at no extra cost.

—test a radio campaign at modest cost.

—supplement chain broadcasting in a territory not otherwise available.

—go on the air immediately without long and expensive delays of preparation.

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WMBD, Peoria, Ill.

Beaumont Laboratories, St. Louis (Four Way tablets), 6 *ta* weekly to May 17, thru H. W. Kastor & Sons, Co., Inc., Chicago.
Knox Co., Kansas City (Cystex), 1 *t* weekly to April 30, thru Dillon & Kirk, Kansas City.
Kellogg Co., Battle Creek, Mich. (corn flakes, rice krispies), 6 *sa*, direct.
Iowa Soap Co., Burlington, Ia. (Magic Washing Powder, Protex Soap), 78 *ta*, thru R. J. Potts & Co., Kansas City.
Phillips Petroleum Co., Bartlesville, Okla., 4 *ta* weekly to March 25, thru Lambert & Feasley, Inc., N. Y.
Ralston Purina Co., St. Louis (Purina feed), 3 *sa* weekly to Dec. 4, thru Gardner Advertising Co., Inc., St. Louis.
Sheets-Rockford Silver Co., Rockford, Ill., 18 *sa*, thru Howard H. Monk, Advertising, Rockford.
Bunte Brothers, Chicago (candy), 4 *sa* weekly Oct. 8-Dec. 2, and Jan. 7-March 30, thru Fred A. Robbins, Inc., Chicago.
Vick Chemical Co., Greensboro, N. C. (Vatronol) 13 *sa* thru Morse International Inc., N. Y.

WTMJ, Milwaukee

Norwich Pharmacal Co., Norwich, N. Y. (Unguentine), 29 *sa*, thru Lawrence C. Gumbinner, N. Y.
Vick Chemical Co., Greensboro, N. C. (Vatronol), 39 *sa*, thru Morse International, Inc., N. Y.
Mantho-Kreoamo Co., Clinton, Ill. (M-K for colds), 104 *sa*, thru Wade Advertising Agency, Chicago.
A. C. Gilbert Co., New Haven (toys), 8 *t*, thru Charles W. Hoyt Co., N. Y.
Phillips Petroleum Co., Bartlesville, Okla., 120 *ta*, thru Lambert & Feasley, Inc., N. Y.
Fruit Dispatch Co., New York (bananas), 16 *sa*, thru Batten, Barton, Durstine & Osborn, Inc., N. Y.

WNEW, Newark

K. Arakelian, Inc., New York (wines), 364 *ta*, thru Hudson Advertising Co., N. Y.
Gold Dust Corp., New York (Silver Dust), 26 *sa*, thru Batten Barton, Durstine & Osborne, Inc., N. Y.
Vick Chemical Co., Greensboro, N. C. (Vatronol), 13 *sa*, thru Morse International, Inc., N. Y.
Pro-Phy-Lac-Tic Brush Co., Florence, Mass., 65 *sa*.

KTAT, Fort Worth

Montgomery Ward & Co., Fort Worth, 3 weekly *sa*.
La Gerardine, Inc., New York (cosmetics), 52 *ta*, thru WBS.
Sherwin-Williams Co., Forth Worth (paint), 300 *sa*.
American Airways, Inc., Fort Worth, weekly *sp*.

KGO, San Francisco

Carnation-Albers Co., Seattle (Albers Flapjack Flour), 3 weekly *t*, thru Erwin, Wasey & Co., Inc., Seattle.

WEAF, New York

Kaempfer's Chicago (bird seed), 2 *sp*, weekly, thru C. Wendel Muench & Co., Chicago.

WHAM, Rochester, N. Y.

American Molasses Co., New York, 13 *sp*, thru Charles W. Hoyt Co., Inc., N. Y.
Procter & Gamble Co., Cincinnati (Ivory soap), 78 *t*, thru the Blackman Co., N. Y.
Coleman Lamp & Stove Co., Wichita, Kan., 26 *ta*, thru Ruthrauff & Ryan, Inc., N. Y.
Benjamin Moore Paint Co., New York, 13 *sp*.
United Drug Co., Boston, (Rexall products), 5 *t*, thru Street & Finney, Inc., N. Y.
Best Foods, Inc., New York (Nucoa), 39 *t*.
John Morrell & Co., Ottumwa, Ia. (dog food), 26 *t*, thru Henri, Hurst & McDonald, Inc., Chicago.
Comfort Mfg. Co., Chicago (Craig Martin toothpaste), 36 *t*, thru Street & Finney, Inc., N. Y.
Nisley Shoe Co., Columbus, O. (shoes), 8 *t*, direct.

WACO, Waco, Tex.

Magnolia Petroleum Co., Dallas, 13 *sa*, thru Johnson Advertising Co., Dallas.
Knox Co., Kansas City (Cystex), 26 *t*, thru Dillon & Kirk Advertising Agency, Kansas City.
San Antonio Brewing Assn., San Antonio (Pearl beer), 210 *sa*, thru Pitluk Advertising Co., San Antonio.
Chevrolet Motor Co., Detroit, 8 football games, thru Campbell-Ewald Co., Detroit.
La Gerardine, Inc., New York (wave lotion), 52 *t*, thru World Broadcasting System, N. Y.

WGY, Schenectady, N. Y.

Comfort Mfg. Co., Chicago (Craig-Martin toothpaste), 12 *ta*, thru Street & Finney, Inc., N. Y.
Durkee-Mower, Inc., Lynn, Mass. (Instant cocoa dessert, Marshmallow Fluff), 26 *sa*, direct.
Morton Salt Co., Chicago, 60 *sa*, thru Sade Advertising Agency, Chicago.
Montgomery Ward & Co., Chicago (Albany branch), 1 *sa*, weekly, to Feb. 22, thru Neisser-Meyerhoff, Inc., Chicago.
Nunn-Bush & Weldon Shoe Co., Milwaukee, 6 *t*, thru Neisser-Meyerhoff, Inc., Chicago.
Dunn & McCarthy, Inc., Auburn, N. Y. (Enna Jettick shoes), 54 *sa*, thru Grey Advertising Service, Inc., N. Y.
Pillsbury Flour Mills Co., Minneapolis (Minitmix), 4 *sa*, weekly, to Dec. 14, thru Hutchison Advertising Co., Minn.

KNOW, Austin, Tex.

San Antonio Brewing Assn., San Antonio (Pearl beer), 300 *sa*, thru Pitluk Advertising Co., San Antonio.
La Gerardine, Inc., New York (wave lotion), 52 *t*, thru World Broadcasting System, N. Y.
Lur-Eye Products, Inc., New York (eye lotion), 52 *t*, thru World Broadcasting System, N. Y.
Phillip Morris & Co., Ltd., Inc., New York (cigarettes), 7 weekly, direct.
Duncan Coffee Co., Houston, Tex. (Admiration coffee) 30 *sa*, thru Jay H. Skinner Advertising Agency, Houston.

Announcing Football Games for Chevrolet

FIFTY-SEVEN important college football games are being broadcast this season by the Chevrolet Motor Co., the account being placed through Campbell-Ewald Co., Inc., Detroit. Shown above are announcers of the games: (1) Bill Mundy, Atlanta Journal sports authority who broadcasts over WSB, Atlanta; (2) Neal Barrett, former football star, KOMA, Oklahoma City; (3) the staff of WCCO, Minneapolis-St. Paul, left to right, Jack Quinlan, Journal sports editor, Halsey Hall and Rollie Johnson; (4) Howard "Nig" Berry, former Pennsylvania All-American fullback, who started for WIP, Philadelphia; (5) Jack Ryan, of KYW, Chicago; (6) Ty Tyson, of WWJ, Detroit; (7) Jerry Mann, All-American at Southern Methodist 1927, KTRH, Houston, Texas, and Southwestern network; (8) Bob Longstreet, of WXYZ, Detroit, and Michigan network.

WNAC, Boston

Coward Shoe, Inc., New York, 26 *sp*, thru Inselbuch Advertising Service, Boston.
E. I. Du Pont de Nemours & Co., Inc., Wilmington, Del., Boston branch (Zerone radiator fluid), 16 *sa*, thru Harry M. Frost Co., Inc., Boston.
Kellogg Co., Battle Creek, Mich., Boston Branch, (Pep cereal), 78 *t*, thru Chambers & Wiswell, Inc., Boston.
Ben-Burk Inc., Boston (Old Mr. Boston Gin), 364 *sa*, thru Badger & Browning, Inc., Boston.

WBBM, Chicago

Dr. C. D. Owens, Chicago (tooth-powder), 3 *sp* weekly, thru Phelps-Engle-Phelps, Inc., Chicago.
Allen D. Wrisley Distributing Co., Chicago (Oliv-ilo soap), *sp*, thru Behel & Waldie, Chicago.

WAAF, Chicago

Smithfield Ham & Products Co., Smithfield, Va., 3 weekly *t*, thru C. Wendell Muench & Co., Chicago.
Campbell Cereal Co., Northfield, Minn. (Malto Meal), 3 weekly *t*, thru Mitchell-Faust Advertising Co., Chicago.

KFI, Los Angeles

Adlerika Co., St. Paul (Adlerika remedy), 78 *ta*, thru St. Paul Advertising Co., St. Paul.
Beech-Nut Packing Co., Canajoharie, N. Y. (chewing gum), 24 *sa*, thru McCann-Erickson, Inc., N. Y.
Comfort Mfg. Co., Chicago (Craig Martin toothpaste), 12 *ta*, thru Street & Finney, Inc., N. Y.
Scott & Bowne, Elmira, N. Y. (Scott's Emulsion), 39 *ta*, thru Marschalk & Pratt, Inc., N. Y.
United Drug Co., Boston (Rexall products), 5 *t*, thru Street & Finney, Inc., N. Y.
A. C. Gilbert Co., New Haven, Conn. (Erector toys), 8 *t*, thru Charles W. Hoyt Co., Inc., N. Y.
Procter & Gamble Co., Cincinnati (Ivory soap), 90 *t*, thru the Blackman Co., N. Y.

WEAN, Providence, R. I.

Great Atlantic & Pacific Tea Co., Boston (chain groceries), 6 weekly *sa*, 1 year, thru Radio Broadcasting Co., Boston.
Carter Medicine Co., New York (liver pills), 3 weekly recordings, 1 year, Street & Finney, N. Y.
Loose-Wiles Biscuit Co., Boston (cookies, biscuits), 3 weekly recordings, 117 programs, thru Newell-Emmett Co., Boston.

WNAX, Yankton, S. D.

Hamlins Wizard Oil Co., Chicago (Wizaroyal), 6 weekly *t*, direct.
Mantle Lamp Co. of America, Chicago (Aladdin lamps), 2 weekly *t*.
Adlerika Co., St. Paul (Adlerika) 39 *t*, thru St. Paul Advertising Co., St. Paul.
Omaha Flour Mills Co., Omaha (Omar flour), 26 *t*, thru Rossel & Comer Advertising Co., Kansas City.

WKRC, Cincinnati

William R. Warner & Co., Inc., New York (Sloan's Liniment), 26 *t*, thru Wm. Esty & Co., Inc., N. Y.
Red Top Brewing Co., Cincinnati, 100 *sa*, thru Jesse M. Joseph Advertising Agency, Cincinnati.

KTSA, San Antonio

Hotel Governor Clinton, New York, 42 *sa*, thru Rose-Martin Inc., N. Y.
Skinner Mfg. Co., Omaha (Raisin-Bran), 300 *sa*, thru Buchanan-Thomas Advertising Co., Omaha.

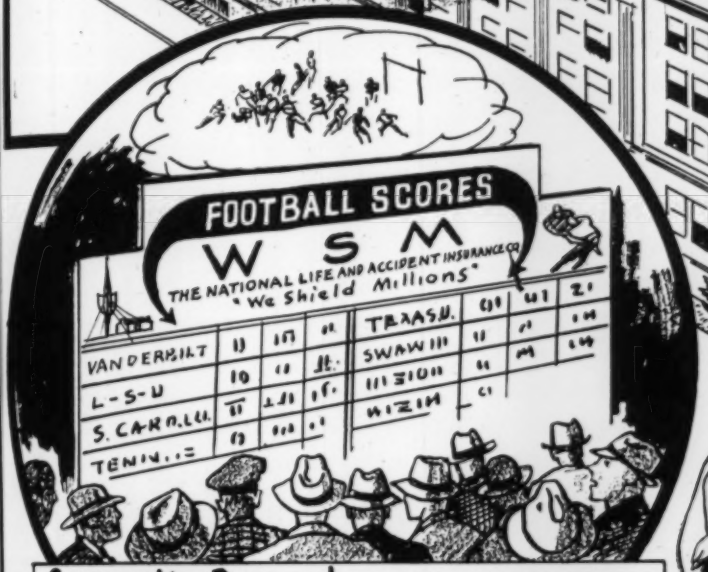
WAAB, Boston

The Thomas', Chicago (scalp treatment, Boston branch), 315 *sa*, thru Harry M. Frost Co., Inc., Boston.

WJZ, New York

Modern Food Process Co., Philadelphia (Thrivo dog food), 1 *sp*, weekly, thru The Clements Co., Philadelphia.

STRANGE FACTS ABOUT RADIO



Scoops the Papers! WSM BROADCAST FOOTBALL SCORES ARE TUNED IN EVERY SATURDAY EVENING AND POSTED ON 15,000 SPECIAL-BUILT WSM MUSICAL SCORE BOARDS LOCATED IN DRUG AND GROCERY STORES IN 21 STATES!

NEW WING TO CARE FOR NEW BUSINESS, THANKS TO WSM!

In 1933, our parent, the National Life, showed the greatest sales increase of any life insurance company in America or Canada! And it is still leading the field with such an increase that a new wing had to be added! This year!

And the only new ingredient in the company's sales kit was the *direct use* of WSM for the *specific* selling problems of the company's 3000 agents in 21 states!

You *ought* to know the WSM story.

A Petry man will tell you.

(WSM's new auditorium studio seating 500 people occupies entire top floor of the new wing.)

MERCHANDISING SPOT BROADCASTS IN 500,000 HOMES A WEEK

EVERY WEEK 3000 REPRESENTATIVES OF THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY GET INSIDE APPROXIMATELY 500,000 HOMES BY SHOWING THIS BOOK AND TALKING WSM INSTEAD OF INSURANCE. PAGE INSERTS SHOW PROGRAM SCHEDULES, TIME, AND TRADE NAME OF SPOT BROADCAST ADVERTISERS. AT NO EXTRA COST TO ADVERTISERS THIS EFFECTIVE MERCHANDISING SERVICE IS AVAILABLE THROUGH WSM ONLY. WRITE FOR COMPLETE DETAILS, OR SEE AN EDWARD PETRY MAN.

25 GALS. (H_2O) per Minute

CIRCULATE AROUND THIS TUBE, ONE OF TWO TUBES USED TO AMPLIFY WSM'S RADIO WAVE FROM 5,000 TO 50,000 WATTS - IT COSTS $1650.00 USES ENOUGH CURRENT TO HEAT 125 ELECTRIC FLAT-IRONS

NOT STRANGE IS THE FACT THAT WSM-MERCHANDISED PROGRAMS CONSTANTLY PROVE THEIR SUPERIORITY. FRANKLY DISSATISFIED WITH RADIO'S STEREOTYPE MERCHANDISING, WE ARE CONSTANTLY TESTING, REVISING, REACHING OUT FOR NEW METHODS. OUR MERCHANDISING ADVANTAGES ARE UNIQUE AND EFFECTIVE - YOU OUGHT TO KNOW MORE ABOUT THEM. FOR COMPLETE DETAILS WRITE WSM OR EDWARD PETRY & COMPANY.

650 Kilocycles NBC Affiliate

WSM

50,000 Watts Cleared Channel

A new factor in the movement of merchandise. 3,000 Field Men in 21 states are pulling for you!

Owned and operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.

NASHVILLE, TENNESSEE

EDWARD PETRY & CO., New York, Chicago, San Francisco, Detroit, Exclusive National Representatives

XUM

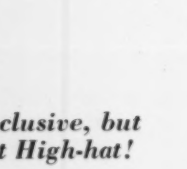
WRVA

Virginia's No. 1 Market

NO LESS an authority than the good ol' U. S. Department of Commerce says it's so. For, as per the figures in their final retail census for 1933, we find that in terms of net sales, Richmond's $65,982,000.00 is *more* than the *combined* net sales of Virginia's next two best metropolitan areas! So there.

Exclusive, but not High-hat!

WRVA carries these big national commercials exclusively in Virginia; Kansas City Philharmonic; Eddie Cantor; The Album of Familiar Music; Joe Penner; Clara, Lu and Em; Today's Children; Gene and Glenn; Joe Cook's House Party; Betty and Bob; Lowell Thomas; Amos 'n Andy; Beauty Box Theatre; Mary Pickford and Company; Fred Allen's Town Hall; Harry Richman; Rudy Vallee; Show Boat; Paul Whiteman's Music Hall; Jessica Dragonette; Warden Lawes; Phil Baker; First Nighter; Pick and Pat; Little Orphan Annie; Floyd Gibbons; and the Pontiac Parade.



When in doubt make a survey . . we did!

WE wanted to know "what's what" about listeners—we wanted to know the *naked truth*, good or bad. With pads and pencils we sent 'em out in Virginia, and found that WRVA was a favorite even a hundred miles from Richmond. Right in the primary listening area of another Virginia station, f'rinstance, 10% of those canvassed said they listened to WRVA most; 18% said next-to-most; and 23% said next to next-to-most!

Represented by Paul H. Raymer Co.
New York Chicago San Francisco

"DOWN WHERE THE SOUTH BEGINS"

WRVA

RICHMOND, VA.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

ROQUEFORT ASSOCIATION, Roquefort, France (cheese), on Nov. 9 started "The Story Behind the Song" on 10 CBS stations, keyed from WBBM, Chicago, Mondays and Thursdays, 1:30-1:45 p.m. Agency: Morris, Windmuller & Enzinger, Inc., Chicago.

TYPEWRITER EDUCATIONAL RESEARCH BUREAU, New York, on Nov. 11 started "Americans Tomorrow," with Mrs. Franklin D. Roosevelt, on 36 CBS statioss, keyed from New York and Washington, Sundays, 7:45-8 p. m. Agency: Batten, Barton, Durstine & Osborn, Inc., N. Y.

TASTYEAST, Inc., Trenton, on Dec. 2, starts "Charles King and Peggy Flynn" on 12 NBC-WJZ stations, Sundays, 12-12:30 p. m. Agency: Dorland International, Inc., N. Y.

GENERAL FOODS Corp., New York (Grape-Nuts) on Nov. 14 renewed two-way broadcasts from Little America on 60 CBS-Don Lee stations, Wednesdays, 10-10:30 p. m. Agency: Young and Rubicam, Inc., N. Y.

LANGENDORF UNITED BAKERIES, San Francisco (bread and pastry), on Oct. 1 renewed the "Langendorf Pictorial" on special NBC-KPO network comprising KPO, KFI and KOMO, Mondays thru Fridays, 3-3:15 p. m., PST. Agency: J. Walter Thompson Co., San Francisco.

E. C. EDWARDS Co., Boston (Waxrite koor polish), on Oct. 11 started the Twentieth Century Ensemble, orchestra and voice, on 3 Yankee Network stations, Thursdays, 4-4:15 p. m. Agency: Kenyon Advertising, Inc., Boston.

H. J. HEINZ Co., Pittsburgh (food products), has added two Thursday schedules, 10-10:15 a. m. and 12:15-12:30 noon, to its thrice-weekly home economics program over an NBC-WJZ network.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

Radio City's New Organ Soon to Be Put on Air

THOUSANDS of orchestral effects can be produced on the new Aeolian-Skinner pipe organ being built in studio 3B at Radio City, New York, for NBC. Organ experts and NBC engineers have been working for weeks planning and voicing the pipes to meet microphone requirements. An echo device is to give the effect of performance in an auditorium.

The organ is specially designed for broadcasting. It has three keyboards of 61 notes each, with 20 pedals, chimes which can be played on all three manuals and a harp. Various effects and combinations can be produced instantly from the many sets of couplers and pipes are to be fed with washed air.

Already a program is being arranged for the first performance, scheduled for the near future. Special organ concerts are to be broadcast and the organ also will be used in other programs with orchestras and choral ensembles.

ABS Names Kettlewell

APPOINTMENT of John Kettlewell, station representative, as Chicago manager of American Broadcasting System, was announced Nov. 13 by George B. Storer, ABS president. Simultaneously, it was learned that commercial prospects for approximately three hours of network time are being auditioned with likelihood of contracts in the immediate future. Mr. Kettlewell, now representative for WWVA, Wheeling, and WSFD, Toledo, among others, will establish new offices in the Carbon & Carbide Bldg., Chicago, and hire additional personnel. He will continue his station representation. Mr. Kettlewell was formerly identified with the Paul Block organization, the *Chicago Herald-Examiner*, *Chicagoan* and at one time was advertising manager of *College Humor*.

Visit "Little House"

NEARLY 10,000 persons from a over the country had visited th CBS "America's Little House" i Park Ave. and 39th St., Ne York, by the time its fourth da of public exhibition had come to a end. The house will be open ever day through to next Septembe possibly longer if arrangement can be made with owners of th property, who, incidentally, get cents from each visior in lieu rent for the site.

Contois Joins Gotham

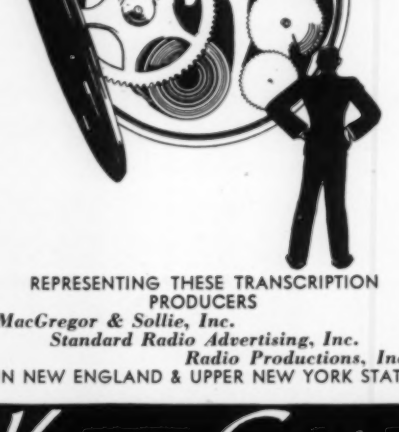
GEORGE COMTOIS, who has bee associated with Bruce Quisenber in the radio management of W Rogers, Fred Stone, Mrs. Ann Roosevelt Dall, Doctor Rockwe and other celebrities of the ai has been named radio director the Gotham Advertising Co., Ne York. Eric M. Beach, sales pro motion specialist, who for seven years has been active in the ele trical field, is now associated wi Gotham.

KFJZ
FORT WORTH, TEXAS

Announces the Appointment of Representatives

COX and TANZ
New York and Philadelphia

WALTER BIDDICK CO.
Los Angeles
San Francisco
Seattle—Denver



REPRESENTING THESE TRANSCRIPTION PRODUCERS
MacGregor & Sollie, Inc.
Standard Radio Advertising, Inc.
Radio Productions, Inc.
IN NEW ENGLAND & UPPER NEW YORK STATE

Smooth . . .
AS CLOCKWORK

Are the programs planned by our organization for leading agencies, radio stations and advertisers all over the country.

We operate CONFIDENTIALLY as part of the agency's set-up, building merchandising plans as part of the production. Program costs are less through decreased overhead on the part of the agency . . . results are increased through PROFESSIONAL showmanship methods.

Over 200 Musical—Comedy—Dramatic—Children's Programs, in Flesh and Transcription form . . . NOW AVAILABLE.

Kasper-Gordon Studios
140 BOYLSTON ST.
BOSTON

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

FREE & SLEININGER have been appointed national representatives of WOC, Davenport, Ia., which opened there as a CBS outlet Nov. 11. The same organization represents WHO, Des Moines, operated by the same interests. J. L. Free, C. L. Sleininger and Hugh Feeley attended the opening.

GRIEG, BLAIR & SPIGHT, have been appointed national representatives of WMT, Waterloo, Ia., recently purchased from Harry Shaw by the *Des Moines Register & Tribune.*

R. S. BISHOP, president and manager of KFJZ, Fort Worth, announces appointment of the following representatives: Cox & Tanz, New York and Philadelphia; Walter Biddick Co., Los Angeles, San Francisco, Seattle and Denver.

JERRY CADY, who left Fletcher & Ellis, Inc., New York, early in the summer to return to KFI, Los Angeles, is back with the agency as a writer.

FRANK G. WAGGETT, formerly with J. Walter Thompson Co., and more recently with WGN, Chicago, is now associated with C. Wendel Muench & Co., Chicago agency.

ED KRAFT, manager of Northwest Radio Advertising Co., Seattle, is back at his desk after an airplane trip in the Midwest and East.

THOMAS R. COOPER has been added to the San Francisco staff of J. Walter Thompson Co. as an assistant in the research department. He was formerly associated with F. E. Booth Co., and The Emporium, San Francisco, and prior to that with Procter & Gamble Co., in Los Angeles.

S. P. HARTER, western division vice president for Pet Milk Co., Salt Lake City, was in San Francisco Nov. 12. He conferred with Stanley G. Swanberg, vice president of Botsford, Constantine & Gardner, advertising agency, and Miss Edith Abbott, copy writer, who is also in charge of production for the milk company's transcription programs in the Rocky Mountain district.

R. CALVERT HAWS, manager of radio production for Henri, Hurst & McDonald, Chicago agency, on Nov. 9, was made an honorary member of the Scottish Rite Bodies in the Valley of Chicago, for producing a series of plays by the Oriental Consistory Players in the last two years.

P. H. PUMPHREY, manager of the radio department of Fuller & Smith & Ross, Inc., New York, has resigned to join the NBC production department in New York.

RUTHRAUFF & RYAN, Inc., New York, has been designated to handle the advertising of R. M. Graves Corp., Portland, Ore. Radio will be used along with newspapers.

BOTSFORD, CONSTANTINE & GARDNER, Portland Agency, has moved its San Francisco office to larger quarters on the tenth floor of the Russ Building. The San Francisco office was established in 1927 and numbers among its clients Sego Milk, National Biscuit Co., Folger's Coffee, Durkee Famous Foods and Shredded Wheat Bakeries.

MORRIS PLAN INDUSTRIAL BANK of New York is placing its advertising through the Gotham Advertising Co., New York. Arthur A. Kron is the account executive.

MacGREGOR & SOLLIE, San Francisco, is making a transcription series for Sego Milk Products Co. (Sego milk), San Francisco. The account is placed through Botsford, Constantine & Gardner, Portland.

HARRY W. CLIFFORD, formerly with Reynolds-Fitzgerald, Inc., Chicago, has joined Skelgas, Inc., Kansas City, subsidiary of Skelly Oil Co., Kansas City, as advertising manager.

BOURJOIS SALES CORP., New York (Barbara Gould toiletries, Chanel perfume) has appointed Lord & Thomas, New York, to handle its advertising.

GILMORE-BURKE, Inc., Seattle (tablets), is placing its advertising through Milne & Co., Inc., Seattle.

GREAT ATLANTIC & PACIFIC TEA CO., Detroit, (groceries) has appointed Simons-Michelson Co., Detroit, to handle its radio advertising for the Central Western Division.

RIO GRANDE OIL CO., San Francisco, has named Barnes-Hill Co., Los Angeles, as its advertising counsel.

UBIKO MILLING Co., Cincinnati, is placing its advertising through Frederick W. Ziv, Inc., Cincinnati.

STRANG & PROSSER Advertising Agency, Seattle, has organized a radio department. J. R. Lunke is in charge.

KELLY, NASON & ROOSEVELT, Inc., New York agency, has placed Frank J. Mannix in charge of its new offices in the Monadnock Bldg., San Francisco.

UNITED STATES ADVERTISING Corp., Toledo, will open an office in Detroit with Henry Koch and Leonard M. Keating in charge.

ATLAS ADVERTISING CO., has been organized by William D. Scully, with offices at 6 Church St., New Haven.

WM. S. MERRELL Co., Cincinnati, has named The Geyer Co., Dayton, O., to handle its advertising.

IOWA SOAP Co., Burlington, Ia. (washing powder and soap) has placed its advertising with R. J. Potts & Co., Kansas City.

POCAHONTAS OIL Corp., Cleveland, has appointed Richardson-Plant Inc., Cleveland, to handle its advertising.

PITTSBURGH PLATE GLASS Co., Milwaukee (paint, varnish and lacquer) has named N. W. Ayer & Son, Inc., Philadelphia, to handle its advertising.

E. GRIFFITH HUGHES, Inc., Rochester, N. Y. (Kruschen Salts) has appointed Amalgamated Advertising Agency, Inc., New York, to handle its radio advertising.

DeSOTO MOTOR CORP., Detroit, has appointed T. G. McCormick as assistant advertising and sales promotion manager.

HEMMETER CIGAR Co., Detroit (Champion cigars) has named B. J. Trembley vice president in charge of advertising.

WILLIAM S. SCULL Co., Camden, N. J. (Boscul food drink and coffee), has appointed Kenyon & Eckhardt, Inc., New York, to handle its advertising.

MOSER & COTINS, Inc., Utica, N. Y., has been named to handle advertising by Ivanhoe Foods, Inc., Auburn, N. Y. (Ivanhoe Mayonnaise).

VAN SANT, DUGDALE & CO., Inc., Baltimore, agency has been named by McCormick & Co., Inc., Baltimore, to handle the full line of advertising of Bee Brand and Red Arrow insecticide and food products.

C. E. RICKERD ADVERTISING AGENCY, Detroit, has been chosen to direct advertising of Rheingold beer by the Voigt Brewing Co., Detroit.

DAYTIME power of 1,000 watts was granted WISN, Milwaukee, by the FCC on Nov. 13 in a decision reaffirming the original grant after the withdrawal of the protest of WTMJ, Milwaukee, which recently was granted day power of 5,000 watts.

WWJ
First
IN LISTENER INTEREST IN AMERICA'S 4TH MARKET
First Radio Station In the World to Broadcast Regular Daily Programs
During the 1934 World Series, 90% of Detroit's listening audience was tuned to WWJ which was broadcasting the games independently of the chains. Even in Cleveland, WWJ was voted by actual newspaper poll the second most popular station during the World Series despite local Cleveland and chain competition. Your program on WWJ will reach more and better homes in the Detroit area.
National Representatives
GREIG, BLAIR & SPIGHT, INC.
New York Chicago
San Francisco Los Angeles

WBT, THE PIONEER RADIO VOICE OF THE SOUTH

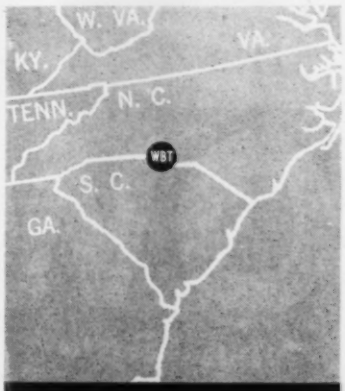
One advertiser's program on WBT drew 5000 letters from more than 10 states. The next highest station in the South pulled 1500 letters for the same program. A thick file of similar records is available. Ask to see it.

XUM

SCOOP FOR WBT!

New equipment more than *doubles* power

The tallest man-made structure in the Carolinas is now going up—for Station WBT. A new "voice" for WBT's 50,000 watt transmitter—*a vertical radiator antenna.* Engineers report that its efficiency will correspond to more than *doubling* the present power. Signals will be sharper—clearer. Miles will be added to coverage. Only the rates will stay the same. This "vertical radiator" is a single tower, soaring 429 feet into the air. It is not a mast for an antenna—it IS the antenna. Two hundred tons of steel balanced on a ten inch insulator—radiating the full volume of speech and music throughout its entire length. Today there are only fourteen "vertical radiators" in the world. Now Charlotte, N. C., follows the example of New York, Philadelphia, Boston . . . serving the South's swiftly growing radio audience with the newest, most effective equipment. This is the latest chapter in a fast-moving story of success. WBT was the *first* station in the South—on the air in 1921 with 250 watts. By 1934, its power had been multiplied two hundred fold. Today 50,000 watts penetrate one of the South's richest markets for WBT advertisers. With the new radiator doubling its advertising power, WBT invites you to discover the Carolinas (and their surrounding states) as a profitable, *radio-responsive* market.



WBT is the *only* station within 200 miles of Charlotte with *more* than 5000 watts.

RADIO SALES INC.

185 MADISON AVE., NEW YORK ★ 410 N. MICHIGAN AVE., CHICAGO, ILL.

XUM

STUDIO NOTES

"MEMORIES at Twilight" has reappeared Sunday afternoons on WTOC, Savannah, Ga., in response to listeners' requests for resumption of this reverie program which includes an organ recital with quartet.

TO REACH Polish listeners in Syracuse, the Giminski Furniture Co., of that city sponsors "A Visit to Poland" Sunday afternoons over WFBL. Commercial announcements are made in both Polish and English but singing is all in Polish.

AN AIR contest over KMOX, St. Louis, by local Hudson-Terraplane dealers sold 19 cars last month. Spot announcements were used for the contest in connection with a ruggedness run and listeners were asked to suggest a slogan for the car.

"STAR SPANGLED Melodies" on KFAC, Los Angeles, with music and drama, depicts important periods in the lives of American composers. Scripts are written by Edward Lynn, who wrote the "Catherine the Great" series. The program is under auspices of State relief authorities cooperating with the *Los Angeles Herald-Express*.

WITH a new 50 kw. transmitter, KOA, Denver, NBC outlet, now is spending $100,000 modernizing a six-story downtown building for studios and offices. Dedication is planned Dec. 15.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

SIGNAL OIL & GAS Co., Los Angeles, has a cooperative arrangement with Loew's State theatre during the football season. The oil company broadcasts two evenings a week over KMTR, Hollywood, including announcements that the theatre carries latest football pictures. The theatre carries a trailer describing the radio program, carries lobby displays and uses window cards. Account is handled by Logan & Stebbins, Los Angeles.

A SERIES of 52 half-hour transcriptions by the "Sunday Players" is being distributed by Funeral Foundation, Inc., Los Angeles. Technical work is done at the Hollywood studios of Recordings, Inc. The dramas are biblical in nature.

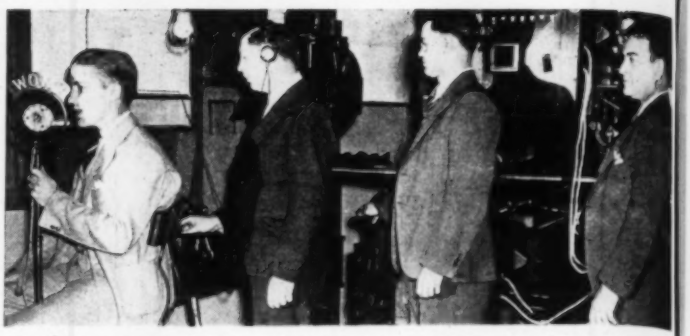
"PHANTOM of the Future" is the title of a new mystery thriller on WLW, Cincinnati. It deals with remarkable events timed a million-million years hence in a scientific era.

KFI, Los Angeles, has started "Ladies Laugh Last," a series of drawing room comedies, with Forrest Barnes doing scripts and production.

ARTHUR SEARS HENNING, head of the *Chicago Tribune* Washington bureau, on Nov. 4 started a new series of "Capitol Comment" programs over WGN, Chicago. The programs are broadcast from 9:30 to 9:45 Sunday evenings via a special land line.

A COMPLETE line of radio condensers and resistors is shown in its new 1935 catalogue just published by Aerovox Corp., Brooklyn.

WSYR, SYRACUSE, has purchased an O-P amplifier, inductor microphone and velocity lapel microphone from RCA-Victor Co. One engineer does nothing but handle remote programs, of which there are 30 a week from 18 locations.



FROM A MOVIE BOOTH—Parts of feature pictures are broadcast direct from the projection booths of two local theatres by WOKO, Albany. The programs last a half hour and whet listeners' desire to see the pictures. Left to right, Forrest L. Willis, announcer; James H. Corey, remote engineer; and two Palace theatre operators.

FIVE NBC men in Chicago became fathers within the past few weeks. They are Don McNeil and Pat Gallicchio, announcers; Charles Butler and Harold Jackson, engineers, and Jack Owens, tenor.

GUGLIEMO MARCONI, inventor of wireless, inaugurated a series of "American Hours" for short wave listeners in October over an NBC-WEAF network. Marconi explained the importance of short wave opera programs and other features, speaking from 2RO in Rome. Only short wave sets can pick up the programs, although Marconi's opening address was heard also on the regular broadcast band. He described micro-waves, which he believes will ultimately expand radio service.

THREE stations have been added to the Sunday morning "Comic Strip of the Air" of the *Los Angeles Times*, already on KHJ, Los Angeles, and KMTR, Hollywood. Additions are KGER, Long Beach; KGB, San Diego, and KDB, Santa Barbara.

DENIED the right to broadcast home town college football games, WFBL, Syracuse, and WSMB, New Orleans, present sponsored reviews of games shortly after the final whistle blows.

TORONTO radio stations will have their own hockey league this winter, with engineers, announcers and possibly artists as members. Four teams will play, CKCL each having a team and CRCT-CKNC having one team of employes and one of musicians.

PROGRAMS broadcast from Seattle theatres by KOMO and KJR pick up feature pictures on opening days. An announcer in the balcony describes scenes as they are cut into and a microphone on the stage carries the musical accompaniment picked up from the screen.

EXCLUSIVE rights to broadcast all of Jack London's literary work have been obtained by MacGregor & Sollis, San Francisco transcription studios. Production has been started by the firm on a new musical mystery serial, "Paper Moon," written and produced by John E. Hasty.

KTUL, Tulsa, Okla., is conducting a successful quarter hour Inquiring Reporter, daily except Sunday, under sponsorship of a shoe repair shop and drug store. It is broadcast at noon.

TWO POPULAR announcers, Phil Silverson and Lee Little, are featured in "the Tick-Tock Revue," a new hour and a quarter morning program, sponsored on KMOX, St. Louis, by Helfrung and Grimm, St. Louis furniture store.

WBIG, Greensboro, N. C., and the National Theatre of that city are cooperating in a search for radio talent. The theatre devotes one evening a week for auditions in front of the audience, and winners are to be given a commercial contract with a local sponsor. A big radio show of all winners is planned at the end of the campaign.

New Publicity Bureau

THE BUREAU of Radio Press Relations has been formed in Los Angeles to act as exploitation and press agent for artists, announcers, agencies, sponsors and others connected with radio. Organizers are Wayne Miller, formerly radio editor of the *Hollywood News* and *Los Angeles Examiner*, now with the news-continuity division of KFI-KECA, and Fred Yeates, formerly with the KFI press section and at one time secretary to Sir Arthur Conan Doyle. The temporary address is 1362½ Lucile Ave., Los Angeles.

MORE MONEY
TO SPEND—
MORE PEOPLE
TO SPEND IT!

WOW
OMAHA

ON THE N.B.C. RED NETWORK

Omaha's Bank Deposits Up 40.5% in Past 12 Months

Consumers in the Omaha market today have more ready money in the banks than at any time in the past few years. This was conclusively shown when the government called for statements late in October. Omaha's nine banks reported an increase in deposits of nearly 32 million dollars, or 40.5% over October, 1933. The Omaha market has purchasing power . . . and its outstanding radio station is WOW.

590 KILO. Owned and Operated by 1000 WATTS
WOODMEN OF THE WORLD
Life Insurance Association
JOHN J. GILLIN, Jr., Commercial Manager
OMAHA, NEBR.
National Representatives:
GREIG, BLAIR & SPIGHT, INC.
New York Chicago Los Angeles

K-A-X
Registered U. S. Patent Office
KEAR ANTENNA EXCITATION SYSTEM
Used on new Airways Radio Range Beacon Stations
Recent K-A-X installations
WKRC, WORC, WPEN, WPRO, WORK, W1XBS
A SYSTEM WHICH WILL:
Reduce interfering signals with neighboring stations on same channel.
Increase service area in non-interfering zones.
Designed, constructed and installed to meet your requirements.
WASHINGTON INSTITUTE OF TECHNOLOGY
McLachlen Building Washington, D. C.

Southwestern Agencies Form Association for Improved Advertising

FORMATION of the Southwestern Association of Advertising Agencies, designed to establish a "better understanding and appreciation of advertising in the Southwest, to bring about a closer personal contact among agencies and to clarify an understanding as to what constitutes standard agency practices," has been announced by Alfonso Johnson, Dallas, executive secretary. The organization was completed Oct. 25 at Houston.

Officers are Miles F. Leche, vice president of Hanff-Metzger, Inc., Houston, president; Otto Bruck, vice president of Johnson Advertising Co., Dallas, vice president; Alfonso Johnson, Dallas, secretary-treasurer. The executive committee comprises Jay H. Skinner, of Houston; P. C. Franke, Jr., of Franke - Wilkinson - Schiwetz, Inc., Houston; Victor Lemay, of Albert Evans, Inc., Fort Worth; C. B. Wakeley, secretary, Tracy - Locke - Dawson, Inc., Dallas; Jack N. Pitluk, San Antonio, and J. Richard Brown, of Brennan, Brown & Co., Inc., Dallas.

All bona fide agencies in the Southwest, it was announced, will be invited to join the organization in a cooperative effort to eliminate house and other pseudo-agencies. The membership now includes:

Binkley Advertising Agency, Ft. Worth and Sherman, Tex.; Brennan, Brown & Co., Inc., Houston and Dallas; Carpenter-Rogers Co., Dallas; Wilson W. Crook Advertising Agency, Dallas; J. P. Dewey Advertising Agency, Dallas; Edwards Advertising Agency, Dallas; Albert Evans, Inc., Fort Worth; Franke - Wilkinson - Schiwetz, Inc., Houston; Haggard-Hague Advertising Agency, Houston; Hanff-Metzger, Inc., (Southern) Houston; Hubbard Advertising, Fort Worth; Johnston Advertising Co., Dallas; J. B. Payne, San Antonio; Pitluk Advertising Co., San Antonio; Ratcliffe Advertising Agency, Dallas; Rogers-Gano Advertising Agency, of Texas, Houston; Jay H. Skinner Advertising Agency, of Houston; Tracy-Locke-Dawson, Inc., Dallas and New York; Henry M. Haney Advertising Co., Dallas.

BROADCASTING announces the 1935 YEARBOOK edition. See pages 42 & 43 for detailed information.

Clear Channel Study

(*Continued from page 18*)

tensities of clear channel stations at points 1,000 to 3,000 miles from the transmitters. Recording apparatus, he asserted, should be kept constantly tuned to these stations during the night to produce this data. A second suggestion was that an analysis of high power station service on "duplicated" channels be made to ascertain the coverage, such as that existing on the 790 kc. clear channel upon which WGY, Schenectady and KGO, Oakland, operate simultaneously. Portable apparatus would have to be used in this study, he declared, to determine where the interference sets in on duplicated operating.

A third proposal was that cars equipped with field intensity equipment be started from a given point, such as Washington, and continue on to New Orleans, for example, making measurements en route. In that way, Mr. Ring explained, a "running story" as to reception in each town and area between these two points would be procured. Other cars could be routed through different portions of the country to equivalent data.

Finally, he said the Engineering Department would send out 100,000 simple questionnaires to a representative group of rural listeners, procured from the rolls of the Agricultural Adjustment Administration. The questions, he said, would be simply whether the farmer had a receiving set, and which stations he heard regularly. Thus, he pointed out, the FCC would obtain a cross-section of station coverage from farmers themselves.

The study will be concentrated largely on night coverage of clear channel stations under winter meteorological conditions. The FCC, Dr. Jolliffe brought out, will do its utmost to check the recording apparatus employed by cooperating stations and organizations to insure maximum accuracy. Data admittedly procured by apparatus which does not meet precision requirements will be used as supplemental rather than basic material, it was agreed, and field surveys already made by many stations will be considered along with other measurement data.

Attending the meeting were Dr. J. H. Dellinger and K. A. Norton, Bureau of Standards; J. C. McNary, NAB; J. H. De Witt, WSM; Paul A. DeMars, Yankee Network; I. R. Baker, RCA-Victor; Philip G. Loucks, NAB; Hugh A. L. Halff, WOAI; Martin Campbell, WFAA; W. J. Damm, WTMJ; Ben S. Fisher, attorney; E. H. Felix, consulting engineer; Harry Stone, WSM; A. S. Clarke, Radio Research Co.; George S. Smith, attorney representing WHAM, KNX, WWL, and WFLA-WSUN; P. G. Hennessey, NBC; T. V. Cosman, Federal Telegraph Co.; John G. Leitch, WCAU; E. K. Cohan, CBS; George E. Strong, attorney; Lambdin Kay, WSB; C. J. Meyers, WGN; Louis G. Caldwell, attorney representing WGN, KFI and WJR; William Fay, WHAM; C. M. Jansky, Jr., consulting engineer; C. W. Horn, NBC; Arthur W. Scharfeld, attorney; Glenn Snyder and Thomas L. Rowe, WLS; S. D. Gregory, Westinghouse; Joseph A. Chambers, WLW; Frank D. Scott, attorney representing WOR, WHO-WOC and WRVA, and Horace L. Lohnes, attorney representing ABS.

"High Fidelity"

TOO MUCH realism, plus the great increase in auto radios, may force WMAZ, Macon, Ga., to eliminate the fire siren introduction to its "Housewarmers" feature each Monday. Fire officials told the station that the raucous sound, which has caused many motorists to pull to the curb, may later react in lack of caution and failure of drivers to clear the traffic lanes when real fires occur.

KVOO

COMPLETE N. B. C. SERVICE

25,000 WATTS

TULSA, OKLA.

The Most Powerful Station between St. Louis, Dallas and Denver

WE GET DISTRIBUTORS

WE SELL YOUR MERCHANDISE

WE CHECK CREDITS

WE HANDLE DEMONSTRATIONS

WE PLACE DISPLAYS

8 Stations in Michigan's 8 largest cities. Primary coverage of 85% of a territory with a population of over four million people.

WBCM..... Bay City
WFDF..... Flint
WJIM..... Lansing
WIBM..... Jackson
WELL..... Battle Creek
WKZO..... Kalamazoo
WOOD-WASH..... Grand Rapids
Key Station
WXYZ..... Detroit

BUY THE MICHIGAN RADIO NETWORK AND AVAIL YOURSELF OF THIS MERCHANDISING SERVICE . . . . . .

Secure all the benefits and advantages of an efficient, experienced sales organization, absolutely free! The Michigan Radio Network's merchandising service is a tested success . . . approved and used by national advertisers for over 18 months! This service available, without charge, to all program users. Write or wire for details.

RATES
$200.00 per quarter hour, evenings
$125.00 per quarter hour, daytime
Michigan's greatest radio buy!

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(*Owners and Operators of Station WXYZ*)
DETROIT, MICH.
300 Madison Theatre Bldg.
CHICAGO: WM. G. RAMBEAU, Manager, 360 N. MICHIGAN AVENUE

WAPI
RENEWALS PROVE RESULTS!

"... in sending you this renewal, you may consider it as a compliment to the ability of WAPI to produce business and, at the same time, we want to extend our appreciation of the cooperation you have extended us," writes Dillon & Kirk.

Renewal orders are real proof of a station's ability "to deliver." Popularity PLUS power, with cleared channel, has made WAPI FIRST in Alabama. Get facts before you buy radio results in Dixie!

BASCOM HOPSON, *President*

WAPI BROADCASTING CORPORATION
5000 WATTS
N.B.C. NETWORK
BIRMINGHAM ALABAMA

80% LISTENED TO THIS LOCAL PROGRAM

A Louisville agency, telephoning at random through the directory, recently found that 80% of all the people called were listening to their "Down on the Farm" program for Honey-Krust Bread (Station WAVE; local).... Of course, Station WAVE only reaches about a million or so people hereabouts. But 80% of a million birds in the hand are better than *lots* of millions in the bush!

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K.C.

Steps Taken to Stop Radio Interference

Engineers Seek Protection for Service on High Frequencies

TELEVISION, facsimile and other radio services destined for the short waves will be materially retarded in their development unless proper steps are taken for suppression of "man-made" interferences to reception which are particularly severe in the higher frequencies, it was agreed by leading radio engineers at the opening meeting of the first national conference for reduction of electrical interference in radio reception, held in Rochester, N. Y., Nov. 14.

Meeting under the auspices of the Radio Manufacturers Association, the purpose was to enlist the cooperation of automotive, electrical and public utility companies in properly shielding their equipment so it will not transmit interfering noises. Dr. W. R. G. Baker, chairman of the RMA engineering division, and vice president and general manager of the RCA Victor Co., stressed the importance of a combined attack under the guidance of the RMA to remedy the condition.

Two ways of copying with electrical interference in radio reception were mentioned by Dr. Baker. The first, he said, is to eliminate the interference at its source by proper suppression methods, and the second is to use a scientifically designed noise-reducing antenna system. While automobile manufacturers and makers of electrical appliances have already shown a willingness to cooperate, he asserted it is now necessary to intensify this cooperation to clear the air waves for the new short wave entertainment and communications service. Among the chief interference sources are automobile ignition systems, dial telephones, and home electrical appliances.

The opening sessions of the conference included a symposium presenting the viewpoints of the consumer, manufacturer, retailer, FCC and the public utilities. Speakers included Dr. O. H. Caldwell, former Radio Commissioner and now editor of *Electronics;* J. O'R. Coleman, Edison Electric Institute; L. F. Muter, president, RMA; Benjamin Gross, Gross Sales, Inc.; Dr. C. B. Jolliffe, FCC chief engineer; and Dr. Alfred N. Goldsmith, consulting engineer. Other speakers include H. O. Merriman, Department of Marine, Canada, and Dr. J. H. Dellinger, radio chief, Bureau of Standards, who headed the American Delegation to the C. C. I. R. conference in Lisbon last month.

SPEAKS FOR RELIEF
All WSMB Programs Are Piped To Transient's Haven

SOME months ago when WSMB, New Orleans, moved its transmitter to Algiers, La., it occupied the quarters which once were part of the Algiers naval station. A short time after, the Government set up a transient relief camp and within a few days a town of some 700 sprang into existence in this area, which is legally a part of New Orleans.

Out of a WSMB engineering staff huddle came an idea for the entertainment of occupants of the relief camp, and a big loudspeaker was constructed to face the grandstand of the baseball field. All programs go through the speaker. While music and dramatic programs have a universal appeal among the men, sporting events draw the largest crowds to the big speaker.

More Stations to Install K-A-X Antenna System

THE NEW K-A-X antenna excitation system, developed by F. G. Kear of the Washington Institute of Technology, has been installed for W1XBS, Waterbury, Conn., one of the new "high fidelity" stations assigned to the 1530 kc. channel, and installation of such a system also will begin shortly for WORK, York, Pa., according to an announcement Nov. 12 by the Institute.

According to Col. Sidney Mashbir, president of the Institute, this new development in radiation has been effective in reducing cross-talk interference with stations operating on the same channel, and also has made possible increased signal strength in areas previously under-served. The system has been employed for some time on the airway radio range beacon stations and only recently was adopted for broadcasting. Among the stations using the system are WKRC, Cincinnati; WORC, Worchester, Mass.; WPRO, Providence; WPEN, Philadelphia, and W1XBS.

WCAE Supremacy Proven By List of Accounts

Acme Beauty Salon
American Oil Company
American Rolling Mill Co.
Max Azen
B. T. Babbitt Co., Inc.
Baume Bengue
Bayer Co., Inc.
Benton & Bowles, Inc.
Better Homes Exhibit
Boggs and Buhl
Boyds
Bristol-Myers Co.
Bulova
Bunte Brothers
Campana Sales Company
Carnation Company
Carter Medicine Co.
Climalene Co.
Cities Service Company
Colgate-Palmolive-Peet Co.
Crazy Water Hotel Co.
R. B. Davis Company
J. Diamond Company
Drake-Kapphan Piano Co.
Ex-Lax, Inc.
Firestone Tire and Rubber Co.
F. W. Fitch Co.
Frank and Seder
French Lick Springs Hotel
Fruit Dispatch Co.
General Foods Corp.
A. C. Gilbert Co.
Gillette Safety Razor Co.
General Mills, Inc.
Gimbel Brothers
Great Atlantic & Pacific Tea Co.
Haller Baking Co.
Harris Store Company
The Hoover Company
Joseph Horne Co.
Independent Wallpaper Co.
Johns-Manville Corp.
S. C. Johnson & Sons, Inc.
Kaufmans
Kraft-Phenix Cheese Corp.
Kroger Grocery and Baking Co.
Lady Esther Co.
W. W. Lawrence & Co.
Lehn & Fink Products Co.
P. Lorillard Co.
R. E. Loughney, Inc.
Luxor, Ltd.
Malted Cereals Co.
Maryland Pharmaceutical Co.
Maybelline Company
May Stern Company
Metropolitan Life Insurance Company
Mohawk Carpet Mills
The Molle Co.
Moonshine Chemical Co.
Natural Gas Company
Norwich Pharmacal Co.
Penn Tobacco Co.
Pepsodent Company
Philip Morris & Co.
Plough, Inc.
Pontiac Motor Co.
Premier Pabst Sales Co.
Procter & Gamble Co.
Ralston Purina Co.
Red Star Yeast & Products Co.
Reymer Bros.
Rival Dog Food
Roosevelt Hotel
Rosenbaum Company
Scott & Bowne
Spear & Co.
Standard Brands, Inc.
Sterling Products
The Studebaker Sales Corporation of America
Swift & Co.
United Drug Co.
U. S. Tobacco Co.
The Texas Co.
Vicks Chemical Co.
R. L. Watkins Co.
Western Clock Co.
Wheatena Corp.
Woman's Home Companion

Space prevents complete listing

WCAE 1000 Watts — **359 Sixth Avenue, Pittsburgh** FULL TIME BASIC RED NETWORK — **WCAE** 1220 Kc.

UTAHNS Believe in Santa Claus!

KDYL

LAST Christmas old St. Nick gave Utah a Yuletide gift which this mining state will long remember ... an increase in the price of silver from 43¢ to 64½¢ per ounce.

This gift has put millions more dollars into circulation in the territory fully covered by KDYL.

More silver mines have recently opened ... and all business is constantly improving.

"THE *popular* STATION"

Salt Lake City Utah

an NBC Station

Representatives
GREIG BLAIR & SPIGHT, INC.
New York - Chicago
San Francisco - Los Angeles
Detroit

FCC Sets Dec. 3 For Wire Hearing

HEARINGS on the long-debated proposals for mergers of the communications companies in the landline telegraph, cable and wireless fields have been scheduled by the FCC to begin Dec. 3. The hearings ordered by the FCC Telegraph Division recently are expected to bring views of communications company executives, labor, federal and state officials and representatives of the general public to aid the Commission in determining whether or not it should recommend an amendment to its Act to permit such consolidations. It is to report to Congress Feb. 1.

Such a provision was proposed for inclusion in the Communications Act during the last Congress by Interstate Commerce Commissioner W. M. W. Splawn in his report to the House Interstate and Foreign Commerce Committees, but was not incorporated in the law, so as to allow further investigation by the new Commission. All persons, interested in submitting their views or evidence before the Commission at this hearing, were ordered to file their notices of such intentions with that agency by Nov. 21.

Probably the most - discussed merger yet proposed has been in the wire telegraph services—that of the Western Union and Postal Telegraph Companies. Other proposed consolidations have included the fusion of the two cable carriers and the merger of the Mackay and RCA wireless communications companies. In a statement, accompanying the order which fixed the hearing, the Commission said it hoped through these public sessions to obtain "ample material upon which to base a considered recommendation to the Congress on this important question."

Distributor of Hair Dye Cited in FTC Complaint

UNFAIR competition in sale of hair coloring preparations is alleged by the Federal Trade Commission in a complaint it has issued against United Remedies, Inc., of Chicago, distributors of "Kolor-Bak." The FTC charges that in its advertising, particularly over radio stations in Chicago, Los Angeles and Dallas, the company represents that "to end gray hair handicaps, all you now have to do is to comb it once a day for several days with a few drops of Kolor-Bak sprinkled on your comb."

These assertions, the complaint alleges, are false and misleading in as they tend to deceive buyers into believing that not only does the use of the preparation restore the original color to the hair, but that its effect is permanent. According to the complaint, the action of "Kolor-Bak" is to color the hair artificially but its use must be continued periodically as the hair grows. The company has until Dec. 14 to reply to the complaint.

MANUEL VILA, president of the Radio Corporation of Puerto Rico, operating WKAQ, San Juan, died suddenly recently, according to advices just received.

"Mike" Behavior

HOW to behave in front of a microphone. That is the unique course offered in the extension division of the University of Rochester this fall by Carmen Ogden, of WHAM, who at present is handling a daily series of morning programs for a department store. The course is designed to meet the needs of students interested in achieving the knack of making a presentable "appearance" before the mike. Included will be lectures and discussions by broadcast and advertising experts. Classes will be held in the WHAM studios to give students practical experience.

New Cemetery Series

FOREST Lawn Memorial Park Association, Glendale, Cal., returned to the air Oct. 17 over KHJ, Los Angeles, with its "Tapestries of Life" series of half-hour dramatic stories with incidental music woven around art objects in the cemetery grounds. Former Forest Lawn programs were entirely institutional but the new series in addition builds up publicity around Vera Oldham, co-creator and writer of the "Chandu" series. Southern California newspapers carried copy on the opening date, most of it built around Mrs. Oldham, who is writing and directing "Tapestries of Life." The signature, "Sweet Mystery of Life," is retained.

Dramatic Spots

DRAMATIZED advertising is popular with listeners of WHBY, Green Bay, Wis., programs. Abrupt sketches of 100 words are being presented under no false pretenses, the sponsor's name being mentioned in the first line and later providing the final shot. Skits are airy without flippancy, and don't tire the listener. However, the station does boast of one five-minute commercial dramatization which is now entering a second 13-week series, indicating that drama does the trick. Thus encouraged, WHBY is featuring morning and evening sustaining dramas.

What Detroit station is the basic outlet for the

AMERICAN BROADCASTING SYSTEM?

WJBK
DETROIT

Free Time Is Donated To British Travel Group By Many Broadcasters

MORE THAN 300 American and Canadian stations are said to be giving free advertising to a commercial group in Great Britain, where radio is operated under government monopoly without advertising. The foreign group has found a way to get its message to the American audience without paying for it. The programs, weekly 15-minute travel talks, are prepared by authors of British best sellers. They were placed by the travel and Industrial Development Association of Great Britain and Ireland by corresponding with the American stations, not one of which belongs to a chain.

Scripts have a 14-minute reading time and are dated for release. No plug of any kind is included but the talks are expected to encourage travel by creating American interest in British places and British activities. The travel association is not mentioned. It is a private group supported by British hotels and transportation systems for the promotion of travel. Offices are located in London, New York and Paris. While the broadcasts are not simultaneous, they are given within a short specified period. The New York manager is T. Atherton Dixon.

The plan has been in existence for several seasons and the lineup of stations other years was even larger.

YOU MUST USE

KTAT

TO SELL EFFECTIVELY IN

Fort Worth

AND

25 WEST TEXAS COUNTIES

(Reprinted by Special Permission of VARIETY of Oct. 16)

This is a ranking of local stations in relation to what is done locally on showmanship, stunts, merchandising, tie-ups, special events, program originating, talent development or the sundry other devices of creating station prestige.

FORT WORTH, TEXAS

October	April
1. KTAT	1. .....
2. WBAP	2. .....
3. KFJZ	3. .....

Southwest network station KTAT leads on the community angle. WBAP is owned by Fort Worth Star-Telegram and station has reputation to playing second violin to its time-sharer, WFAA, Dallas.

Represented by
Greig, Blair & Spight, Inc.
New York, Chicago, Detroit, San Francisco

HERE IS PICTURED the second most famous leaf in history . . . we'll cede first place to Mother Eve's choice when she entered the business of dressmaking . . . but who knows, she may have used a golden leaf in fashioning her first sport costume!

NEVERTHELESS, the leaf shown is famous in song and story, as well as economics. Golden leaves have been used to purchase wives; to pay for education at Cambridge and Oxford; to buy human slaves by the hundreds; to bring all the comforts of Ole England to a new country; and it is said that George Washington used hogsheads of these golden leaves to pay debts of long standing. Golden leaves of tobacco played an important role in the colonization of America and in financing the war for independence.

SINCE SIR WALTER RALEIGH (he has a cigarette named in his honor, but that's not why he lost his head) introduced this leaf into society it has brought comfort, satisfaction, peace and hours of pleasure to countless millions. Possession or lack of a supply of the leaf wins or loses wars. Ask any soldier! Some prefer them "toasted"; all agree "they satisfy." We have been told "there's not a cough in a carload," and if you "need a lift," you know what to do!

WAY DOWN SOUTH IN NORTH CAROLINA, in the central Piedmont Section, the bright golden tobacco, mild and mellow, the kind best for cigarette manufacturing, is grown and marketed. This has been a banner year for the tobacco planters of North Carolina, and millions of dollars are passing into the hands of the tobacco farmers. And again the golden leaf provides prosperity, comfort and happiness for the Old North State! For North Carolina farmers in the golden belt are getting big, fat checks for small piles of tobacco on the warehouse floor!

IF YOU WOULD LIKE TO TALK to these farmers with the big checks to spend, we'll take you to their homes and introduce you during the hour when they are in the most receptive mood, and they'll listen to your story through

Radio Station

WBIG

GREENSBORO, NORTH CAROLINA

"WHERE BUSINESS IS GOOD"

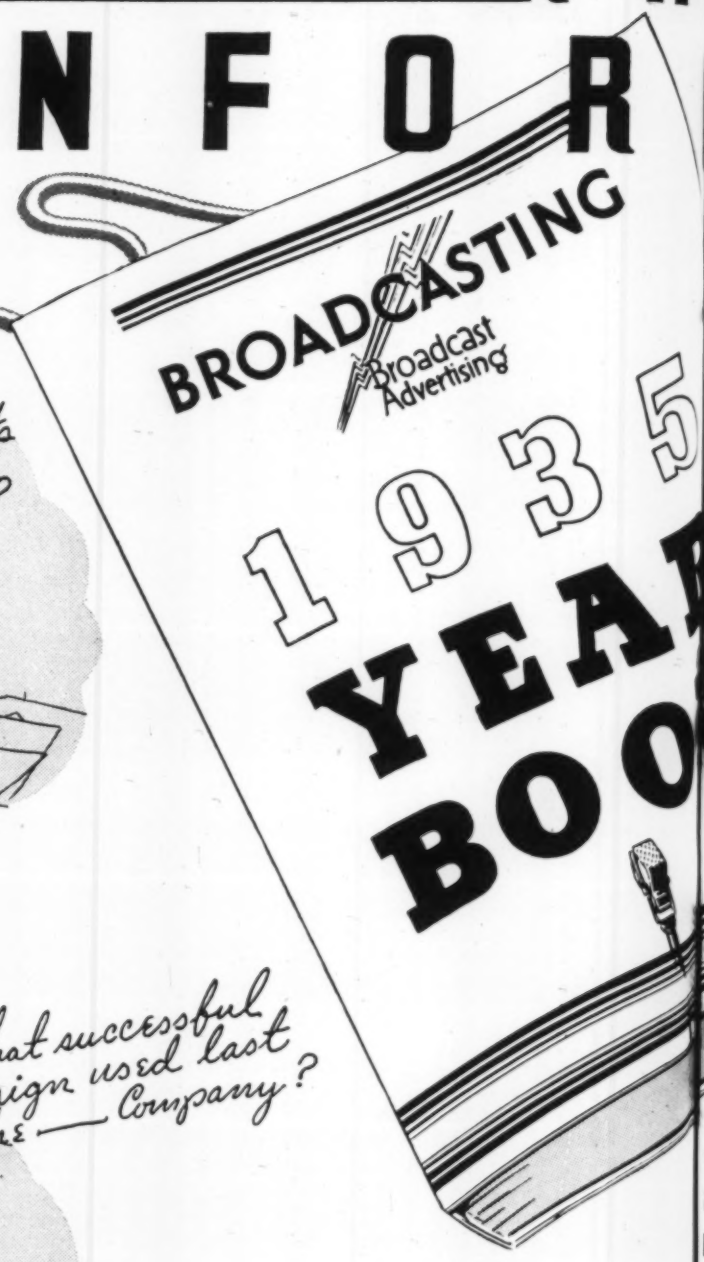
Within Fifty Miles of WBIG's Transmitter Over Sixty-five Per Cent of the World's Supply of Cigarettes are Produced

EDNEY RIDGE
Business Manager

RA
INFOR

See station and network directories, maps, 1934 radio census, etc.

See directories of 1934 network and national spot accounts, station representatives, transcription producers, newspaper-owned stations, etc.

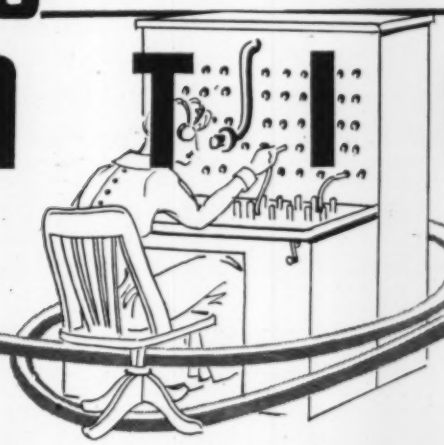


The YEAR BOOK Will Be Published February 15, 1935,

as a supplement to the regular issue of BROADCASTING of that date. It will be sent without added cost to all subscribers to BROADCASTING and advertising will be accepted without any increase in regular advertising rates. Copies to non-subscribers and extra copies will be $2.00 each.

FINAL ADVERTISING FORMS CLOSE DECEMBER 15, 1934

I O
A T I O N



These and a thousand other questions, arising daily in the routine of advertising managers, account executives and station operators, will be answered in the 1935 YEAR BOOK of broadcasting and broadcast advertising — all indexed and cross-indexed for ready reference.

Your advertising message in this veritable encylopedia of commercial broadcasting will reach every element in the business of broadcasting every day in the year.

— what agency handles the account? — who is its radio executive?

See directory of agencies placing radio accounts, alphabetical and cross-indexed by products.

— what shall we do about that power boost?

See frequency, mileage, and quota tables; equipment manufacturers and engineering directories, etc.

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BUILDING WASHINGTON, D. C.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
OCT. 31 TO NOV. 14, INCLUSIVE

Applications . . .

OCTOBER 31

NEW, John R. Langenegger, Poughkeepsie, N. Y.—CP. to erect new station on 1370 kc., 100 w., D.

WSPD, Toledo, Ohio—Modification of CP. to install new equipment; increase power from 1 kw. to 1 kw. N., 2½ kw. D.; extend completion date.

KTSA, San Antonio, Tex.—Modification special experimental authorization to increase power D. from 2½ to 5 kw.

WSUI, Iowa City, Iowa.—Modification of license to increase power from 500 w. to 500 w. N., 1 kw. D.; change hours to unlimited.

WNAX, Yankton, S. Dak.—CP. to increase power D. from 2½ to 5 kw.; change equipment.

KOIN, Portland, Oreg.—Modification of license to increase D. power from 1 to 5 kw.

NEW, Jack Powers, Frank C. Carman, David G. Smith & Grant Wrathall, d/b as Utah Broadcasting Co., Salt Lake City—CP. to erect new station 1500 kc., 100 w., unlimited.

APPLICATIONS RETURNED: WCSH, Portland, Me.—Modification of license to increase power from 1 kw., 2½ kw. LS. to 5 kw.

WFEA, Manchester, N. H.—Experimental authorization to increase N. power from 500 w. to 1 kw. to May 1, 1935.

WHK, Cleveland—Modification to increase from 1 kw. and 2½ kw. to 1 kw. N. and 5 kw. D.; also to 5 kw. D. and N.

WPHR, Petersburg, Va.—Modification of CP. to extend commencement and completion dates.

NEW, William L. Waltman, Muskogee, Okla.—CP. for new station 1200 kc., 100 w. Studio at Hotel Severs.

NEW, East Texas Broadcasting Co., Dallas, Tex.—CP. for new station 1500 kc., 100 w., specified hours. Studio at 1415 Main St., Dallas; transmitter at Trinity River Industrial Blvd.

WJBO, Baton Rouge, La.—Voluntary assignment license to Capital City Press, Baton Rouge, La. Ask call letters of WBRG. Modification of CP. to extend completion date.

NEW, National Battery Broadcasting Co., St. Paul—CP. for new station 680 kc., 500 w. N., 1 kw. D., unlimited. Studio in St. Paul Hotel.

KWCR, Cedar Rapids, Iowa—CP. to move transmitter to site near Des Moines and studio to 715 Locust St., Cedar Rapids.

WEBC, Superior, Wis.—CP. to increase power from 1 kw. N., 2½ kw. D. to 1 kw. N., 5 kw. D., and change equipment.

WIBW, Topeka—Modification of CP. to increase power from 1 kw. N., 2½ kw. D. to 1 kw. N. and 5 kw. D.

NEW, Southern Minnesota Broadcasting Co., Rochester, Minn.—CP. for new station 1310 kc., 100 w., unlimited.

WMT, Waterloo, Iowa—CP. to move transmitter to site near Cedar Rapids and studio to Third Ave. and Third St., Cedar Rapids.

KFSG, Los Angeles—Modification to increase D. power from 500 w. to 1 kw.

NEW, Philip J. Wiseman, Lewiston, Me.—CP. for new station 1210 kc., 100 w., unlimited. Amended; transmitter site changed to Webber Ave.

WLVA, Lynchburg, Va.—License to cover CP. to increase power and change equipment.

KGRS, Amarillo, Tex.—License to cover CP. to install new equipment, increase power.

KADA, Ada, Okla.—License to cover CP. as modified. Resubmitted and amended regarding equipment.

NEW, W. R. Cramer & G. A. Anderson d/b as Omaha Broadcasting Co., Omaha—CP. for new station 1200 kc., 100 w., unlimited. Transmitter at Washington and So. 36th St.; studio at Paxton Hotel.

KID, Idaho Falls, Idaho—Modification of license to increase N. power from 250 to 500 w. Amended to 500 w. N. and 1 kw. D.

KHQ, Spokane, Wash.—Modification of license to increase power from 1 kw., 2 kw. LS. to 5 kw. D. and N.

NEW, Hauser Radio Co. (C. R. Hauser and John McGinnis), Ventura, Calif.—CP. for new station 1160 kc., 100 w. D.; transmitter at 487 Main St. Amended to change power to 100 D. and N., change from 1160 to 1210 kc., change hours to unlimited, equipment change.

APPLICATIONS RETURNED: NEW, Harold Thomas, New Britain, Conn.—CP. for new station 930 kc., 100 w. D. NEW, Dallas Broadcasting Co. (Mildred English and Genevieve C. Wilson), Dallas—CP. for new station 1210 kc., 100 w. D.; shares with KNOW. WSGN, Birmingham—License for CP. as modified to increase power, change equipment. KCMC, Texarkana, Ark.—CP. to increase power from 100 w. to 1 kw. and install new equipment. NEW, George H. Johnson, Helena, Mont.—CP. for new station 1420 kc., 100 or 250 w. N., 250 D., unlimited. WCSH, Portland, Me.—Modification of license to increase power from 1 kw., 2½ kw. LS. to 5 kw. WIBV, Poynette, Wis.—CP. for new equipment, increase D. power from 100 to 250 w. KFIO, Spokane—CP. to change transmitter locally, install new equipment. KARK, Little Rock, Ark.—CP. to increase power from 250 w. N., 500 w. D. to 1 kw.; new equipment; change transmitter site. KIEM, Eureka, Calif.—CP. to change from 1210 to 1450 kc., increase power from 100 to 500 w., install new equipment (assigned to Redwood Broadcasting Co., Inc.).

NOVEMBER 1

APPLICATIONS RETURNED: WJBC, Bloomington, Ill.—License to cover moving of transmitter and studio. KLO, Ogden, Utah—CP. to change equipment. KOIN, Portland, Oreg.—CP. to increase D. power to 5 kw., install new equipment.

NOVEMBER 2

WKRC, Cincinnati—Modification of CP. to extend completion date to Jan. 29.

NEW, Wilton E. Hall, Anderson, S. C.—CP. for new station 1200 kc., 100 or 250 w., unlimited. Transmitter and studio at 112 E. Market St.

KJBS, San Francisco—Modification of license to change hours from specified to limited.

NOVEMBER 3

NEW, Palmer Broadcasting Syndicate, Inc., Wilmington, Del.—CP. for new station 1210 kc., 100 w., unlimited. Transmitter and studio sites to be determined at Lewiston, Me.

WNEW, Newark—Modification of license to increase D. power from 2½ to 5 kw.

WEEI, Boston—CP. to install new equipment, change from 1 to 5 kw. D. and N.

WBNX, Bronx, N. Y. C.—CP. to install new equipment, increase D. power from 250 w. to 2½ kw.

WLBW, Dayton, Ohio—CP. to move studio from Erie to 39 So. Ludlow St., Dayton; transmitter site to be determined; install new equipment. Amended to move transmitter to Montgomery County, near Dayton.

NEW, L. C. Brothers & H. P. England, Mansfield, Ohio—CP. for new station 1370 kc., 100 w., unlimited. Amended to 1300 kc., 250 w.; studio and transmitter in Richland Bank Bldg.

WMC, Memphis—Voluntary assignment of license to Memphis Commercial Appeal, Inc.

NEW, David Parmer, Atlanta—CP. for new station 1370 kc., 100 w. N., 250 w. D., unlimited. Studio and transmitter at 660 Peachtree St.; requesting facilities of WJTL.

NEW, Pope Foster, Mobile, Ala.—CP. for new station 1200 kc., 100 w. D. Studio and transmitter in Cawthon Hotel.

NEW, William H. West, St. Louis—CP. for new station 1200 kc., 100 w., unlimited, contingent on granting of application of WIL.

KSTP, St. Paul—Modification of special experimental authorization to change N. from 10 to 25 kw.

WDGY, Minneapolis—CP. to increase D. from 2½ to 5 kw. and change equipment.

NEW, Northern California Amusement Co., Inc., Yreka, Calif.—CP. for new station 1500 kc., 100 w., unlimited. Transmitter and studio at Broadway St.

KGA, Spokane—Modification to change from 1470 kc. to 950 kc., power from 5 kw. D. and N. to 1 kw. N., 5 kw. D.

NOVEMBER 6

NEW, The Close-Up Publishing Co., Bell, Calif.—CP. for new station 1070 kc., 100 w. D. Studio and transmitter at 4313 E. Gage.

KPCB, Seattle—License for CP. as modified to install new equipment, increase power; modification of experimental authorization to operate 250 w., 710 kc.

KFIO, Spokane, Wash.—CP. to move transmitter; amended to 526 W. Riverside Ave.

KUJ, Walla Walla, Wash.—Extension of experimental authorization to July 1, 1935.

APPLICATIONS RETURNED: NEW, General Television Corp., Boston—CP. for experimental station 1570 kc., 100 w., variable. WGGM, Gulfport, Miss.—Experimental authorization for additional 150 w. N. and changes in specified hours. KHQ, Spokane—Modification of license to increase from 2 kw. D. to 5 kw.

NOVEMBER 7

WNBF, Binghamton, N. Y.—CP. to increase from 100 w. to 100 w. N., 250 D.; change equipment.

WTAG, Worcester, Mass.—Experimental authorization to operate on 580 kc., 1 kw., unlimited, to March 1.

WHJB, Greensburg, Pa.—License to cover CP. for new station 620 kc., 250 w. D.; extend commencement and completion dates.

WIBM, Jackson, Mich.—License to cover CP. to increase from 100 w. to 100 w. N. and 250 D. and change equipment.

KMBC, Kansas City—Modification of license to use auxiliary transmitter regularly at night.

NEW, D. E. Kendrick and W. E. Vogelback, Indianapolis—CP. for new station 850 kc., 5 kw., unlimited. Transmitter one mile northwest Clermont; studio 540½ No. Meridian, Indianapolis.

KHJ, Los Angeles—Modification of CP. as modified to increase from 2½ to 5 kw. D.

KFRC, San Francisco—Modification of CP. as modified to increase from 2½ to 5 kw. D.

KGW, Portland, Oreg.—Modification of CP. as modified to increase from 2½ to 5 kw. D.

NEW, Richard Field Lewis, Del Monte, Calif.—CP. for new station 1210 kc., 100 w. D. Amended to request unlimited time and 100 w. for night operation.

APPLICATION RETURNED: NEW, W. B. Glessen, Sacramento, Calif.—Experimental authorization for new station 1490 kc., 5 kw., unlimited. Amended to request limited time.

NOVEMBER 8

WNEL, San Juan, Puerto Rico—License to cover CP. as modified.

WNBZ, Saranac Lake, N. Y.—CP. to install new equipment, increase D. power from 1 to 5 kw.

WCAE, Pittsburgh—CP to install new equipment, increase D. power from 1 to 5 kw.

KARK, Little Rock, Ark.—CP. to change equipment and increase power from 250 w. N., 500 w. D. to 500 w. N., 1 kw. D.

WIBU, Poynette, Wis.—CP. to install new equipment, increase D. power from 100 to 250 w.

KWK, St. Louis—CP. to change equipment, increase D. power from 2½ to 5 kw.

NEW, James M. Patterson, Jr., Stillwater, Okla.—CP. for new station 1290 kc., 100 w. D. Amended to 1210 kc.

KLC, Ogden, Utah—CP. to change equipment; amended.

NEW, Fred L. Packard, A. Rosenberg, Los Angeles—CP. for new station 1160 kc., 100 w., limited time. Studio at Recreation & Masonic Club, Westwood Village, Los Angeles; transmitter to be determined.

KGAR, Tucson, Ariz.—Modification of license to change from 1370 kc. to 1450, increase N. power from 100 to 250 w.

Decisions . . .

NOVEMBER 6

WLIH, Lowell, Mass.—Granted license to cover CP. 1370 kc., 100 w. N., 250 w. D.

KGHF, Pueblo, Colo.—Granted license covering CP. change equipment; increase N. power from 250 to 500 w., 1320 kc., unlimited.

KVL, Seattle—Granted license covering equipment changes, 1370 kc., 100 w., sharing with KRKO.

WSPD, Toledo—Granted modification of CP. extending completion date to Jan. 29.

KECA, Los Angeles—Granted modification of CP. extending completion date to Dec. 15.

WSBT, South Bend, Ind.—Granted modification of license to change hours from specified to sharing with WGES.

WGES, Chicago—Granted modification of license to change hours from specified to sharing with WSBT.

MISCELLANEOUS: On motion of Commissioner Sykes, the Commission unanimously granted application of WLBW to move from Erie, Pa., to Dayton, Ohio, and to assign license to Miami Valley Broadcasting Corp.; transmitter site to be subject to Commission approval. WGLC, Hudson Falls, N. Y.—Granted renewal license and application for facilities by Harold E. Smith has been dismissed at Smith's request. WJW, Akron—Suspended grant, designed for hearing application for CP. to increase from 100 to 250 w. NEW, Patrick J. Goode, New Haven—Denied petition to reconsider application for new station 970 kc., 250 w.

SET FOR HEARING: WRDW, Augusta, Ga.—Voluntary assignment of license to Augusta Broadcasting Co. NEW, Joseph M. Kirby, Boston—Amended application for new station 1120 kc., 250 w. N., 500 w. D., unlimited.

APPLICATIONS DISMISSED AT REQUEST OF APPLICANTS: KTAT, Fort Worth—Special experimental authorization for 970 kc., 1 kw. N. and 1 kw. LS., unlimited. NEW, The Journal Co. (Milwaukee Journal), Milwaukee—Authorization to use frequency requested for facsimile and transmitter of WTMJ, 620 kc., 1 kw., 12 noon to 6 a. m. KWEA, Shreveport, La.—CP. to move transmitter and studio to Baton Rouge, 1500 kc., 100 w. N., 100 w. D., unlimited. NEW, Samuel L. Finn, Dayton, Ohio—CP. to erect new station 1250 kc., 250 w., unlimited.

ORAL ARGUMENT GRANTED: WKZO, Kalamazoo, Mich., Nov. 19.

RATIFICATIONS: WSBT, South Bend, Ind.—Granted extension temporary authorization to operate specified hours (action taken Oct. 31). WGES, Chicago—Granted extension temporary authorization to operate specified hours (action taken Oct. 30). WPTF, Raleigh, N. C.—Granted authorization to extend test period 10 days and modification of temporary authorization to use present transmitter as auxiliary 30 days (action taken Oct. 30). KYW, Chicago—Granted temporary authorization to conduct equipment tests (action taken Oct. 29). WDBO, Orlando, Fla.—Granted extension temporary authorization to operate additional power of 750 w. N., Nov. 1 to Dec. 1 (action taken Nov. 1). KOL, Seattle—Granted temporary authorization to use transmitter licensed to KTW 10 days if KTW remains silent (action taken Nov. 2). KTW, Seattle—Granted temporary authorization to remain silent while KOL uses transmitter (action taken Nov. 2). KPCB, Seattle—Granted temporary authorization to operate 250 w., 710 kc., Nov. 2 to Dec. 1 (action taken Nov. 3). WNEL, San Juan, P. R.—Granted extension of temporary authorization to erect temporary antenna pending decision in court suit (action taken Nov. 3). WNBZ, Saranac Lake, N. Y.—Granted temporary authorization to operate from 4:30 to 5 p. m. through November (action taken Nov. 3). WNOX, Knoxville, Tenn.—Granted temporary authorization to continue operating 560 kc. pending program tests by WIS, but not later than Feb. 2 (action taken Nov. 8).

Examiner's Report . . .

NEW, H. E. Studebaker, Lewiston, Idaho—Examiner Hill recommended (111-11) that application for CP. on 1420 kc., 100 w., unlimited, be granted.

Decisions . . . (*Continued*)

NOVEMBER 13

NEW, J. M. Spook, Santa Fe, N. M.—Granted CP new station 1310 kc. 100 w., unltd.

WKRC, Cincinnati.—Granted modif. CP extending commencement date to Oct. 29, completion date to Jan. 29, 1935.

WPHR, Petersburg, Va.—Granted modif. CP extending commencement date to Dec. 15, completion date to Jan. 15, 1935.

KYW, Whitemarsh, Twp., Pa.—Granted modif. CP extending completion date to Jan. 10.

W9XK, Iowa City.—Granted CP to add another transmitter, add frequencies and increase power to 100 w., also modif. license to cover CP.

SET FOR HEARING—NEW, Robert H. Fette, N. Meriden, Minn., CP new station 1310 kc. 100 w. D.; NEW, KGBX, Inc., St. Joseph, Mo., CP new station 1500 kc. 250 w. D., 100 w. N., unltd.; NEW, Arthur Westlund and Jules Cohn, Santa Rosa, Cal., CP new station 1500 kc. 100 w. unltd.; NEW, Wm. A. Schall, Carter Lake, Ia. (studio, Omaha), CP new station 1420 kc. 100 w. unltd.; WDAG, Amarillo, Tex., modif. license from 1410 to 1120 kc., hours from specified to unlimited.

MISCELLANEOUS—NEW, Joseph M. Kirby, Boston, reconsidered and granted in part application for CP new station 1120 kc. 500 w. D.; request for 250 w. N. left on hearing docket; NEW, Patrick H. Goode, New Haven, Conn., granted amended application erect new station 900 kc. 500 w. D.; WWSW, Pittsburgh, denied petition for continuance of oral argument on Ex. Rep. No. 1-3 set for Nov. 19; WOW, Omaha, granted petition to intervene application Nellie H. and W. C. Morris, who seek studio at Eagle Pass, Tex., for programs to be transmitted to XEPN, Piedras Negras, Mexico; WCSH, Portland, Me.—Granted permission to intervene application Eastern Broadcasting Co., for CP new station at Portland 1210 kc. 100 w. unlimited; WISN, Milwaukee, affirmed original grant increasing D. power to 1 kw. following withdrawal of WTMJ protest; Cases of WBBR, WARD, WEBC, WVFW, WLTH, WEVD, WHAZ, WFAB, Arde Bulova, and Norman K. Winston, involving 1400 kc. set for hearing Nov. 19, are continued to Dec. 3 with Examiner Hill to conduct hearing.

APPLICATIONS DISMISSED (request of applicants)—NEW, Bamberger Broadcasting Service, Inc., Kearney, N. J., exp. license use WOR transmitter specified hours; KOL, Seattle, exp. auth. 850 kc. 1 kw. N. 2½ kw. LS, unlimited; WCHS, Charleston, W. Va., modified license 580 kc. 1 kw. N. 1 kw. LS unlimited; WTAG, Worcester, Mass., modified license 580 kc. 1 kw. LS. 1 kw. N., unlimited.

RATIFICATIONS: KYW, Chicago, granted extension temp. auth. conduct eqpt. tests; WJEJ, Hagerstown, Md., granted ext. spec. auth. operate LS-11 p. m. four days a week, 50 w. to Dec. 1.

Applications . . (*Continued*)

NOVEMBER 12

WBBR, Brooklyn.—CP to increase power power from 1 kw. to 1 kw. N., 5 kw. D. and change equipment.

WFEA, Manchester, N. H.—License to cover CP to increase D. power from 500 w. to 1 kw.

WATR, Waterbury, Conn.—Modification of license to chanage from 1190 to 1200 kc., change power from 100 w. D. to 100 w. D. and N., hours from D. to unltd.

WARD, WVFW, WTLH, Brooklyn—Voluntary assignment of license to Broadcasters of Brooklyn, Inc.

WFEA, Manchester, N. H.—Auth. to determine operation power by direct measurement of antenna power.

W1XBS, Nr. Waterbury, Conn.—License to cover CP for new exp. broadcast station, 1530 kc., 1 kw., unltd.

WEHC, Charlottesville, Va.—License to cover CP, to reduce maximum rated carrier power, change power, equipment, and hours.

WCHS, Charleston, W. Va.—Spec. exp. auth. increase N. power from 500 w. to 1 kw., to 3-1-35.

WHAT, Philadelphia.—Modif. license requesting unlimited time.

NEW, Attala Broadcasting Corp., Kosciusko, Miss.—CP new station 1210 kc., 100 w., unltd. Transmitter and studio, Chamber of Commerce Building, Clarksdale, Miss.

NEW, Samuel Nathanuel Morris, Stamford, Tex.—CP new station 1420 kc., 100 w., specified hours, transmitter location, 2 miles east Stamford. Studio at Barrow Furniture Co., Stamford.

KWKH, Shreveport, La.—Modif. spec. exp. auth. to extend time for period ending 2-1-35, to operate daytime with conventional non-directive antenna and nighttime unlimited time with directional antenna.

NEW, Mississippi Valley Broadcasting Co., Inc., Hannibal, Mo.—CP new station 1310 kc., 100 w., 250 w. D. unltd.

KMBC, Kansas City, Mo.—CP install new equipment, increase from 1 kw. and 2½ kw., D. to 1 kw. N., 5 kw., D.

NOVEMBER 14

NEW, WMAN Broadcasting Co., Mansfield, O.—CP new station 1370 kc. 100 w. unltd. Amended to change name from WMAN, Inc., to WMAN Broadcasting Co.

WOC, Davenport, Ia.—License to cover CP.

APPLICATIONS RETURNED: New, Eli M. Lurie, Greenport, N. Y., application for CP new station 1200 kc., 100 w. D.; WATR, Waterbury, Conn. modification of license to change from D. to unltd.; NEW, B. F. Meek, Kermit, Tex., CP new station 1260 kc. 100 w. d.; NEW, Alexandria Broadcasting Co., Inc., Alexandria, La., CP new station 1370 kc. 100 W. N., unltd.; WKEU, CP move transmitter to Griffin Hotel, Griffin, Ga., and change hours from specified to D.; WJRC, Bloomington, Ill., license to cover CP to move transmitter; KOIL, Council Bluffs, Ia., license to cover CP as modified to install new equipment and increase power; NEW, D. A. Gibbbs, Jr., and E. H. Shemorry d/b as KWIL Broadcasting Co., Williston, N. D., CP new station 1500 kc., 100 w., D., specified hours.

"THE GIBSON FAMILY," Saturday night musical comedy hour on NBC sponsored by Proctor & Gamble Co. (Ivory soap) was given the November award of *Radio Stars Magazine* for distinguished service to radio.

THE THIRD meeting of the South American Broadcasting Union, which is the counterpart there of the NAB, is scheduled to be held in Buenos Aires in March, 1935.

Air the Mails?

"WHY NOT use radio to tell about the post office services?" suggests Maj. Edney Ridge, general manager of WBIG, Greensboro, N. C., in a letter to Postmaster General Farley in which he commends the official for the move recently made to merchandise the services of the Post Office Department in direct-by-mail promotion. "I note that the publisher of a Washington newspaper," Maj. Ridge wrote, "has criticized this movement. This is no more than could be expected from some newspapers, who resent advertising other than newspaper advertising." He added that he believed the advertising movement will be appreciated by most business men.

Dairies Cooperate

MILWAUKEE Dairy Council, composed of all Milwaukee dairies and 4,200 dairy farmers around the city, is sponsoring a cast of 42 in its weekly "Milkland Melody Festival" over WTMJ. All broadcasts are staged in an auditorium, and free tickets are given 900 persons each week.

KFRO is the call assigned the new 100 watt station at Longview, Tex., operating on 1370 kc. daytime.

WLBW Move Approved

REMOVAL of WLBW from Erie, Pa., to Dayton, O., was approved by the FCC Nov. 6 along with transfer of license from Broadcasters of Pennsylvania to Miami Valley Broadcasting Corp., controlled by former Governor James M. Cox, of Ohio, newspaper publisher. Action was taken on motion of Chairman E. O. Sykes, of the FCC, who moved reconsideration of the application after it had been set for hearing a fortnight before. A regional station on 1260 kc. WLBW operates with 500 watts night and 1,000 watts day. The station was purchased by Governor Cox two months ago for approximately $100,000.

WKBZ in Muskegon

WKBZ, formerly in Ludington, Mich., now is maintaining regular operation under the same management in Muskegon, Mich., after having moved with authority of the FCC. Karl L. Ashbacker is the licensee and Grant F. Ashbacker, the manager. Commercial manager of the station is Philip Sanford, formerly of WOOD, Grand Rapids; program director, Garfield Thatcher, formerly of WIBM, in Jackson; chief engineer, George Krivitzky, formerly of WSPD, Toledo, and chief announcer, Kenne Josef.

. . . . . *Pioneers*

Scientific Radio Service supplied its "first" crystals commercially on December 3, 1925, with the conviction that they would rather supply "QUALITY" crystals rather than quantity.

PIEZO
ELECTRIC CRYSTALS

•

We guarantee our Crystals to be ground to an accuracy of BETTER than .03% . . . BUT . . . No Crystal ever leaves our Laboratories unless it is ground to an Accuracy of BETTER than .01% of your specified frequency in order to meet OUR OWN specifications.

Prompt Delivery Assured

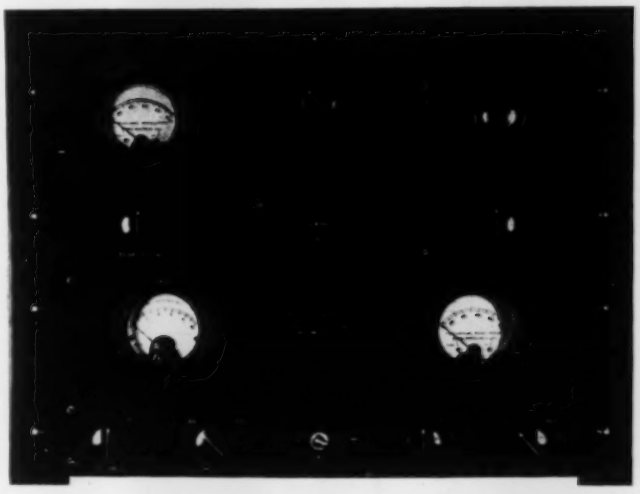
We maintain a Monitor Service

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Send for our price list and booklet

Dept. B-11.

AN INDISPENSABLE COMBINATION



Type 237 Modulation Peak Indicator
Type 234 Modulation Meter

Transmitter adjustment to maximum efficiency PLUS accurate instantaneous monitoring which maintains this efficiency during transmission is the indispensable combination now available by the *Radio Research* new Modulation Meter and Visible Peak Indicator.

This Peak Indicator combined with the Modulation Meter is arranged to give instant, accurate, distinctly noticeable indication of modulation *peaks* exceeding any desired predetermined value. Reasonably priced and designed for continuous program monitoring.

Further Information on Request

RADIO RESEARCH CO., Inc.

9th & Kearney N. E. Washington, D. C.

Tugwell Bill in New Congress

(*Continued from page 5*)

cators, clergymen and others in the forefront of art and industry who testified at the hearings, this educational faction attempted, following the testimony purported to represent the view of the TVA which subsequently was repudiated and expunged from the record, to muster new support for government ownership. Over the signature of Joy Elmer Morgan a letter was sent out Oct. 26 to a large group of educators asking the recipients to write at once to the FCC urging it to "carry out this recommendation." They were instructed also to send copies of their letters to their representatives in Congress.

No mention was made in the Morgan letter of the fact that this testimony, given by Dr. Floyd W. Reeves, personnel director of TVA, had been withdrawn from the record three days before, and that a substitute statement, in the nature of a renewed vote of confidence in commercial broadcasting, had been submitted at the instance and with the approval of the White House.

Upon learning of the Morgan letter, Philip G. Loucks, NAB managing director, on Oct. 31, wrote its author asking that in all fairness, a letter be addressed by Morgan to all those who received the Oct. 26 communication explaining that the Reeves testimony had been repudiated. He also informed members of the Morgan committee of the incident. While Morgan himself did not acknowledge receipt of Mr. Louck's letter, several of the committee members did, and they unanimously condemned the Morgan action as having been taken without their knowledge or consent.

Committee's Rebuttal

MORE FLAGRANT charges against commercial broadcasting and renewed advocacy of a government chain were made by the Morgan group through Tracy F. Tyler, secretary of the committee, before the FCC. Appearing Nov. 7 to present the "rebuttal" of the proponents of class-legislation, he admonished the Broadcast Division to heed criticism levelled against its predecessor, the Radio Commission, and to conduct itself "with such scrupulous impartiality as to command the confidence of the Congress and the American people." He called the case of the broadcast industry a "variety show" featuring "black-face comedians and dance band maestros," and then attempted to interpret the TVA incident as one which still placed that agency in the position of supporting a government chain. He also accused witnesses for the industry of presenting "false" testimony.

From the Government's ranking educational official, Dr. John W. Studebaker, U. S. Commissioner of Education, the Broadcast Division Nov. 9 heard a commendation of the existing system. He declared he saw no necessity for legislation and that the need was for cooperatively developing education by radio.

Several other government officials identified with radio also were heard, including Morse Salisbury, radio director of the Department of Agriculture, who pointed out that 35,000 station hours had been made available over commercial stations during the past year, which at commercial rates would have cost about $1,500,000.

Labor's Position

AS LEGISLATIVE representative of the American Federation of Labor, W. C. Hushing, appeared Nov. 7 and read into the record the resolutions adopted at the labor convention in San Francisco last month favoring allocation of 50 per cent of all facilities to non-profit groups, and asking for assignment of a clear channel to WCFL, Chicago, operated by the Chicago Federation of Labor.

Mr. Hushing's testimony, however, was withdrawn from the record by President William Green, of the A. F. of L., who appeared at the closing session Nov. 12. Mr. Hushing, the chief executive of labor stated, had given his testimony in conformity with what his understanding was of the convention's action. Mr. Green explained, however, that the executive council of the Federation had decided to "withhold the resolutions" relating to the action on 50 per cent of the facilities, and approved only that asking for a clear channel for WCFL, providing that such action would not interfere with KJR, Seattle, also on that channel as the dominant station.

Mr. Green, after this explanation, asked that the FCC withdraw and disregard Mr. Hushing's testimony. He said it would be a "fine gesture" to labor if the FCC acted favorably upon the resolution asking for a clear channel for WCFL. It was brought out, however, by Vice Chairman Brown, of the Broadcast Division, that WCFL now has a construction permit, pending for about a year, to increase its power to 5,000 watts and that no other petitions for the station are before it seeking improved facilities. WCFL is now operating under a 90-day license because of questionable medical programs.

Praise From Red Cross

ALSO APPEARING at the concluding session was Douglas Gleiesemer, representing the American Red Cross, who expressed the deep appreciation of that organization for the "invaluable services" repeatedly rendered by independent stations and networks in time of disaster and during conventional Red Cross activities. He said that the organization and its local chapters have never been refused a request for time.

As an obvious publicity scheme, Irving Caesar, New York song writer, director of ASCAP, and one of the defendants in the pending government suit against that organization, its affiliates and members, appeared before the Broadcast Division Nov. 8 and read an amazing statement in which he charged broadcasting with responsibility for the depression. All Washington news bureaus were notified of his appearance in advance of the presentation, and voluminous "hand-outs" were distributed to the press.

In substance, Mr. Caesar recommended two "silent nights" a week on the air, during which time the public would go to shows, motor or otherwise spend money which he said was necessary to avert "economic disaster." He blamed the radio as "free entertainment" for destroying the demand for every conceivable commodity. The most obvious case of the "destructive effect of radio on an industry" he said, is in the case of the entertainment industry. "It is no secret," he said, "that attendance at theatres and motion picture palaces has been curtailed to the point of throwing ownerships into bankruptcy and hundreds of thousands of stage-hands, musicians, electricians, actors, ushers, out of employment."

With the sine die adjournment of the hearings, which began Oct. 1, Henry A. Bellows, NAB official who aided in the preparation of the industry case, expressed the thanks of the industry to the Broadcast Division. He said it was his view that it was the most significant investigation into the conduct of American broadcasting ever conducted, and that it also stood out as the most comprehensive study of broadcasting ever undertaken in history in any country. Mr. Tyler, in behalf of the class allocation group of educators, also expressed his thanks.

A RADIO SHEPHERD Who Guides Flock From Range to Range by KNX Forecasts

ANOTHER new use for radio: A guide to sheepherders. From KNX, Hollywood, comes the story of how its weather forecasts are used by a shepherd in moving his flock of 6000 sheep. With three assistants driving around in radio equipped autos, the herder keeps track of the weather through KNX.

In the autumn when sheep can't be herded over roads bogged by rain or snow, this herder must know in advance what tomorrow's weather will be and the information is obtained from KNX forecasts. For months the flock has been guided around southeastern Idaho and northern Wyoming. KNX learned of the sheepherder's use of radio, according to general manager Naylor Rogers, from Cecil Alter, U. S. meteorologist stationed in Salt Lake City.

FROM WHAT DETROIT RADIO STATION DOES THE ADVERTISER GET THE GREATEST RETURNS PER DOLLAR SPENT?

WJBK
DETROIT

Here's Why

WJAS IS THE BEST DAYTIME BUY In Pittsburgh:

The daytime power of WJAS, 2500 watts, covers western Pennsylvania, eastern Ohio and the eastern territory of West Virginia like a blanket.

Over 4,000,000 people in this great area.

Compare rates of Pittsburgh stations and you'll readily understand why WJAS is greatest daytime buy in Pittsburgh.

Greater coverage—

Greater program popularity—

More listeners per dollar.

2500 WATTS DAYTIME 1000 WATTS NIGHT

WJAS

Member Columbia Basic Network

CHAMBER OF COMMERCE BLDG., PITTSBURGH, PA.

National Representatives: RADIO SALES, INC.

ANSWERING 1550 kc. PROBLEMS

Radio Audience Responds Favorably to High-fidelity Programs of W2XR, First on New Band

By JOHN V. L. HOGAN*
Operator of Station W2XR
New York City

Mr. Hogan

FOR THE LAST three months the first high-fidelity broadcasting to be licensed by the FCC on one of the new double-width channels in the 1500-1600 kilocycle band has been in experimental operation. The call letters assigned to the station are W2XR. The numeral indicates both its location in New York City (which is included in the second radio zone) and the fact that the station is recognized as one which is carrying on work for the development and improvement of the radio art. Thus W2XR is not just another broadcasting station; its management and staff are engaged in a long-term research to find the answers to two radio problems of primary importance.

The first of these problems is to determine whether or not the 1550 kilocycle wave, which is "just beyond" the old broadcasting band ending at 1500 kilocycles, can be used to render a useful broadcast service to a substantial number of listeners. Answering that question involves finding the answers to a number of others. For example, can ordinary broadcast receiving sets tune in this wave of 1550 kilocycles, which many people have said is entirely "off the dial"?

Recognizing that many of the old superheterodyne receivers made in 1930 or before would not tune so high on the scale, W2XR has been asking its listeners what kind of sets they are using when they hear the W2XR programs. Answers tabulated up to the end of September reported 45 different models of broadcast receivers, and of course many instances of the use of most of those types, that actually "brought in" the 1550 kilocycle signals. Independent surveys show that about 90 per cent of the new receivers and about 70 per cent of those in use will get programs on this new wave.

The associated question is whether or not the 1550 kilocycle wave will really get away from the transmitter and give satisfactory reception. This has been answered by the fact that over 90 per cent of the letters received state that the signal intensity is "good" or "excellent," and that over a quarter of the listener responses are from outside of Greater New York. Interesting reports from listeners have been received from the more distant states such as Maryland and Michigan, and one verified report has come in from the Pacific coast. It still remains to be determined how much the local and remote services can be improved by the utilization of some new ideas in antenna design.

Realistic Programs

THE SECOND main question is whether or not listeners will appreciate the transmission of a high fidelity program in which they may receive a full range of eight, nine or ten octaves of tone instead of the five or six octaves to which they are accustomed. The W2XR transmitter has been designed not only to extend the sound range both downward and upward in this way, but to permit compensation for the defects of many receiving sets and thus to increase the naturalness and realism of the reproduced programs. Letters from listeners have already made it evident that they do appreciate what W2XR is doing to improve the rendition of program material. It is clear that speech and music, whether from the "live talent" studios, from transcriptions or from ordinary phonograph records, appeal to the listeners as coming through with a higher fidelity or accuracy of reproduction than is common in broadcasting.

The job of improving coverage and tone quality is by no means completed, but the results of the past few months have greatly encouraged those of us who have had faith in the possibility of applying the newest technical developments to the service of broadcasting. At W2XR we are carrying on with this idea, and we hope to prove beyond the slightest doubt that high fidelity in sending music to the home gives a useful and valuable added reality to program reproduction.

*Mr. Hogan's station was the first of the four authorized in the widened broadcasting band, opened by the old Radio Commission, actually to go into operation. He was asked by the editor to state his experiences to date and his views of the possibilities of that band. Station W2XR is preparing to go into regular commercial operation, carrying sponsored programs, under the management of Murray E. Tucker. The second station in the 1500-1600 kc. band, W1XBS, operated by the *Waterbury* (Conn.) *Republican & American*, went into regular service Nov. 2.

Kidnaped, Released

TEX OWENS, six-foot-two KMBC (Kansas City) singing cowboy, was kidnaped recently while on his way home. Two men jumped on his car and drove him to Merriam, Kans., where he was divested of auto, hat, coat, watch, guitar, chaps and a book of one thousand yodeling cowboy songs.

On his program the next morning, bright and early, Tex told his story to his rural clientele. The result was 17 phone calls offering guitars and two gold watches sent by the next mail. Local and Federal officers were notified, but Tex's broadcast had been sufficient. A devoted listener had found the car, hat, guitar and songs.

Makers of All-Wave Sets Plan Advertising Drive

LAUNCHING of a cooperative nation-wide advertising campaign by the radio manufacturing industry, stressing particularly the development of the all-wave receiver, was announced Nov. 2 by the Radio Manufacturers Association, representing the majority of the receiver, tube and parts manufacturers of the country. The J. Walter Thompson Co., through its Chicago office, was named to direct the campaign, and it was indicated that radio will be used along with printed media.

The amount of the appropriation was not revealed at the time of going to press. Bond Geddes, executive vice president and general manager of RMA said that all details were in the hands of the agency and that definite plans for media to be used had not been worked out.

Decision to launch the campaign was reached by the RMA board after mature consideration. It stated that the all-wave receiver represents the first revolutionary change in home reception since the transition from battery operated sets in 1927. Hundreds of thousands of receivers now in use are obsolete, it was declared, and the campaign is designed to "waken the public" to the strides which radio has made in the last few years.

SUBSCRIBE immediately to BROADCASTING as only paid subscribers will receive the 1935 YEARBOOK edition.

KVI

Tacoma, Washington

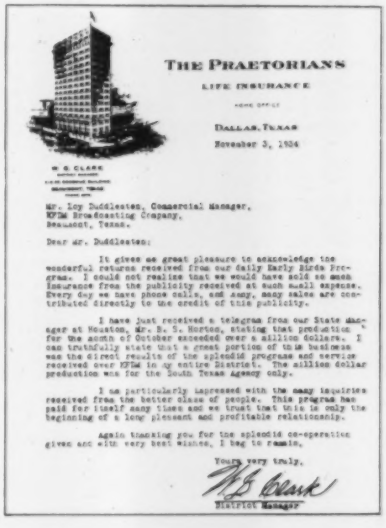
announces the appointment of

FREE & SLEININGER, Inc.

as national advertising representatives

Get complete information on this pioneer CBS and Don Lee station in the Pacific Northwest

RESULTS IN TEXAS!



THE PRAETORIANS
LIFE INSURANCE
DALLAS, TEXAS
November 3, 1934

H. G. CLARK

Mr. Loy Huddleston, Commercial Manager,
KFDM Broadcasting Company,
Beaumont, Texas.

Dear Mr. Huddleston:

It gives me great pleasure to acknowledge the wonderful returns received from our daily Early Birds Program. I could not realize that we would have sold so much Insurance from the publicity received at such small expense. Every day we have phone calls, and many, many sales are contributed directly to the credit of this publicity.

I have just received a telegram from our State Manager at Houston, Mr. B. S. Norton, stating that production for the month of October exceeded over a million dollars. I can truthfully state that a great portion of this business was the direct results of the splendid programs and service received over KFDM in our entire District. The million dollar production was for the South Texas Agency only.

I am particularly impressed with the many inquiries received from the better class of people. This program has paid for itself many times and we trust that this is only the beginning of a long pleasant and profitable relationship.

Again thanking you for the splendid co-operation given me with very best wishes, I beg to remain,

Yours very truly,

H. G. Clark
District Manager

An Unsolicited Letter That Speaks For Itself

Details of our plan of cooperation will be mailed you upon request.

KFDM

SABINE BROADCASTING CO., INC.
P. O. BOX 2950 BEAUMONT, TEXAS
RADIO PUBLICITY, INC.
Chicago, Illinois
Pacific Coast Representatives:
WALTER BIDDICK COMPANY
Los Angeles San Francisco Seattle Denver

Women's Program a Radio Success

(*Continued from page 9*)

der the head of showmanship. However, it was immediately evident that the serving of food, aside from the damage to the carpet, was too much trouble to be practical.

At Last a Solution

THESE experiences were driving us inevitably toward a practical solution of the attendance problem. We made an arrangement with the American Stores grocery chain whereby posters advertising the Women's Club should be placed in over a thousand of their city stores. Tickets for the broadcast were put in the hands of the managers of these stores and announcements of their availability were put on the air.

This helped. We began to get a certain flow from this source and we gained the good will of the American Stores Co., by announcing their connection with the project at the Club meetings. We also worked out a system whereby American Stores managers and clerks could come to the auditorium every Tuesday night, when our home economist would talk to them on selling to women and usually the advertising manager of some manufacturer not connected with the food industry was present to give a talk on his sales methods.

The evening was concluded with a humorous skit provided by our program department. These meetings were regarded so highly that the American Stores made attendance compulsory on the part of their employes.

At this point we ran into a condition that we couldn't cope with no matter how hard we tried. December came along and with it a busy shopping season that took women into the department stores instead of into the studio. To make matters worse, we were nearing the end of the 13 weeks for some of our new accounts, and although we knew we were putting on a good program, we had little to show the critical sponsor when he dropped in for a casual visit. It was then that we decided to make a survey.

During the first week in January we mailed to 1,500 of the women who had registered in our Women's Club a long questionnaire. We asked how many times per week they tuned in to the program, whether they liked Elsie Carol, what goods they had bought as a result of hearing it advertised on the program, and whether they intended to buy any of these products.

Some Real Results

THE RESULTS supplied just what we needed. Out of 1,500 letters sent there were 300 replies, a 20 per cent return. The average number of days these women listened to the program was 3.25. Two hundred and four ladies out of 300 had tried the recipes suggested. Two hundred thirty-six were pleased with the program and, most important of all, a substantial majority of 68 per cent indicated that they had already bought some of the products advertised.

A case in point was that of the Premier Vacuum Co. This account was about to go off the air when the survey revealed that eight women intended to buy Premier vacuum cleaners. Our enterprising salesmen on the account immediately called up the local Premier management and said he had eight prospects. The leads were quickly followed up, resulting in the immediate sale of six cleaners. But the pay-off came when the Premier company checked up on the 14 women who claimed they had already bought Premiers. When the salesmen who had sold the machines were lined up on the carpet, it was revealed that in every case radio had been given credit by the housewife, but the salesmen, eager to take full credit, had made no mention of this in their reports. This, of course, put us just about where we wanted to be with the Premier Vacuum Co.

Filling the Seats

BY THIS TIME we had formulated plans to attack the attendance jinx that had not been sufficiently remedied by the American Stores tie-up. We contacted over 100 women's clubs, told them of the benefits and the attractiveness of our program and offered to reserve a special day for them if they guaranteed to bring in at least 100 women.

This idea proved to be the solution for our difficulties. Within a few weeks, we were filling every seat daily and sometimes putting them in the aisles. For each organized club we would put on a special sustaining broadcast as a climax. Many a club treasurer increased the bank balance of her organization by charging each of the members 25 cents before allowing them to attend.

Here is a typical week's setup. Elsie Carol goes on the air from 2:30 to 3:00 p. m. From 3:00 to 3:15 there is discussion in the auditorium and a musical program on the air. At 3:15 to 3.30, Dr. Houghton holds forth on subjects of general household interest, such as decoration, the maintaining of household budget, child care and subjects of general interest. The object is to build up an interesting broadcast without making it too commercial.

On the other hand, they c... build their talks any way they ... fit so that commercial copy can ... worked into it effectively. C... tinuous interest is maintained ... a hundred different methods kn... only to these experts who are ... perienced in selling and talking ... women. For instance, they ... take a mythical bride and see ... through the first difficult days ... housekeeping. Elsie Carol will ... her what to cook and Dr. Hough... will advise her on the secrets ... keeping house. The whole proc... of getting a bride established ... probably take a month.

Then there is a Better Hom... Course. This represents one ... the major efforts which our ... home economists have worked ... to maintain interest in their broa... casts. This course consists of d... nite assignments which listene... must fulfill to earn a diplom...

The assignments may be an... thing from cooking to planning ... well balanced meal, suggesting ... color scheme for a room or pla... ning a family budget. Also, ea... student must attend the Wome... Club meetings at least five times ... 15 weeks.

Boosting Sales

FORTUNATELY the accounts ... this program did not present qu... the same difficulties as we ... countered with the attendan... The first 13 weeks were fa... good, the second 13 lagged a lit... but since that time there has be... a sharp increase in the curve. ... have already mentioned Premi... Vacuum Cleaner Co. Other clien... are the Philadelphia Gas Work... RCA Victor, Carpenter Mora... Paint Co., Wilbert's Floor Wa... Oakite Products Co., Mrs. Ma... ning's Hominy, National Bi... Cherry Growers Association, Fr... Dispatch Co., Junket Ice Cre... Mix, Red Heart Dog Food, Tod... Sweetheart Soap and seve... others.

Up to the present we have ... ceived a good many renewals a... some very striking reports on sa... results. Oakite, for instance, r... ports a 42 per cent increase ... sales during the first ten week... attributable only to the Wome... Club plus tie-in posters in th... dealers' windows. But the mo... important fact is that we kn... we have developed a practical an... efficient formula for selling goo... to Philadelphia women.

From the financial standpoint w... can't complain. In the first pla... we incorporated the Women's Cl... and made it pay rent to WCAU ... for the use of the Auditorium. Th... fact is, however, that we use th... auditorium for many local pro... grams with an audience and hol... salesmen's meetings, group ass... tions and other gatherings that ar... strictly WCAU projects. In addi... tion the Women's Club paid th... salaries of the two women plus a... assistant dietician for Miss Car... and a secretary who is often a... sisted by part-time help.

We do not know how many a... counts went on the Women's Cl... that we might have obtained b... selling them time in some oth... form. At the same time it is un... deniable that we have gained a ... tremendous amount of good wi... with the most prosperous mass ... women in Philadelphia.

It's Something
WORTH
THINKING ABOUT!
MORE DETROIT ADVERTISERS
PREFER CKLW

It is quite obvious that the Detroit merchants and Detroit advertisers are in a better position than anyone else to judge the value of a radio station. Detroiters know that CKLW produces more results for their dollars than any other radio station in town. THAT'S WHY CKLW CARRIES MORE LOCAL ADVERTISERS THAN ANY OTHER NETWORK STATION COVERING THE VAST DETROIT AREA! This is a fact, and we can prove it!

Member COLUMBIA Basic Network
CKLW
THE INTERNATIONAL STATION
5,000 Watts (1030 Kc.) In the Center of the Dial

Windsor Offices:— GUARANTY TRUST BLDG. Phone: 4-1155
Detroit Offices:— UNION GUARDIAN BLDG. Phone: CAdillac 7200

WBNX
MARKS THE SPOT
BROADCASTING CENTER
An advertiser on a WBNX spot announcement series received 5,500 letters in less than two weeks at a cost of 11/12 cents per letter.
Include WBNX in your budget for COMPLETE metropolitan coverage.
Write for Details Today
WBNX • New York

Wide Range Sets Needed to Receive Fidelity Programs

How Station Equipment Must Be Altered for New Standard

By JOHN J. LONG, Jr.
Chief Engineer, WHAM, Rochester

WITH "high fidelity" being acclaimed as "the greatest advance in radio since the invention of the vacuum tube," it is worthy of note that high fidelity receivers are an economic waste unless there exists high fidelity broadcasting.

Stations which have prided themselves on their ability to broadcast all sounds between 30 and 5,000 cycles are now faced with the necessity of extending their range to 10,000 cycles to secure the high pitched overtones and harmonics which owners of the new sets will demand.

Improvements Made

SINCE WHAM is owned and operated by the Stromberg-Carlson Co., a leader in the quality receiver field, there was no question as to our procedure. We realized months ago that our setup would have to be radically altered to meet the new standard, and today those improvements are nearly complete.

The Western Electric 50,000-watt transmitter which we put into use in 1933, is designed to handle all audio frequencies required by the most exacting standard. It has a capability of 100 per cent modulation over the range of 30 to 10,000 cycles, and the modulation characteristic over a range of 40 decibels is well within 2 decibels. The noise level below 100 per cent modulation is minus 62 decibels. The use of a cathode ray oscilloscope together with standard level measuring equipment will enable us to maintain the transmitter up to this new standard.

The Control Rooms

IN OUR studio control rooms we have installed new Western Electric high fidelity amplifiers capable of passing all frequencies between 30 and 10,000 cycles with a deviation of less than 2 decibels and less than 1 per cent harmonic distortion.

Telephone lines connecting control rooms with the transmitter are being changed to carry the wide frequency range without a deviation of more than 1 decibel. Short lines used for broadcasts outside the studios may be equalized to cover the range without a deviation of over 2 decibels. Our portable field amplifiers are capable of wide range reproduction, use Western Electric dynamic microphones, and are completely AC operated.

Some Requirements

IN A HIGH fidelity system there are several requirements which must be met if the full efficiency of the system is to be realized.

1. Program material, of course, must be of high calibre.
2. Studio acoustics must be correct.
3. The microphone must be free from peaks and be capable of wide range response.
4. Audio amplifying equipment must be wide range, offer very little distortion, and be inherently quiet.
5. Telephone circuits must be wide range and have a low noise level.
6. The transmitter must be capable of faithful reproduction, and must not distort audio frequencies either in amplitude or by the addition of spurious frequencies generated by the transmitter. The noise level must also be inherently low.
7. A high signal level must be maintained at the receiver, to override any atmospheric noise which may be present.
8. The receiver must be high fidelity and use a loudspeaker system capable of reproducing all of the required frequencies faithfully both in amplitude and range. The noise level in the receiver must be as low as in any other part of the system.
9. The acoustics of the room in which the receiver's loudspeaker is located must be reasonably good.

In conclusion, it is apparent that the broadcaster's effort to perfect his transmission will go for naught unless the public cooperates by demanding receivers capable of reproducing all that the transmitter puts on the air.

CLAMBAKERS—With Kolin Hager, manager of WGY, Schenectady, as host, members of WGY program and engineering staffs staged a clambake recently. Front row, left to right: Allen Taylor, Robert Cragin, Edward A. Rice, Bernard Cruger, Alexander MacDonald and Horton Mosher. Back row, left to right: Virgil Hasche, Harold Towlson, George Nelson, W. T. Meenan, Al Knapp, James Cornell, Robert Rissling, A. O. Coggeshall and Kolin Hager. Photo taken by W. J. Purcell, engineer in charge.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

18 Blanks

Experience at WWVA has taught us that when you measure the value of mail "all is not gold that glitters."

Free pictures of entertainers, free cook books, souvenirs, or what have you, offered to radio listeners usually keep the mail man on the jump. But when the shoe is on the other foot and you ask the listeners to do the giving, that's another matter and requires responsive listeners of a different sort.

And that brings us to our point!

Wednesday, October 31, the Dollar Crystal Company, Omaha, Nebraska, after eleven months of broadcasting over WWVA drew 557 letters from Uncle Sam's big daily delivery to the station. In that pile of 557 letters there were but 18 BLANKS! In other words, 539 envelopes out of 557 contained money, in response to a direct station sale appeal—plenty of which offered One Dollar bills.

All of which, in our opinion, proves our oft-repeated claim that WWVA's listeners are not only numerous but responsive and prosperous as well. And that's something when you demand results from the money you invest in radio advertising.

For proven results in Eastern Ohio, Western Pennsylvania and West Virginia, consult our representatives or write direct.

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Bldg.
Wheeling, W. Va.

Columbia Station

Representatives
J. H. McGillvra, 485 Madison Ave., New York City
John Kettlewell
634 Palmolive Bldg.
Chicago, Ill.

Pick your SPOT *among the Stars*

WHAS is now providing its listeners with an almost uninterrupted chain of sterling entertainment. The quality and variety of the programmes now being broadcast over this basic Columbia outlet assure you of a constant listening audience throughout the Middle West. For best results, be sure that your programme is spotted among the impressive array of stellar performers who are heard regularly over this station.

Here are a few of the feature artists heard over WHAS:

Will Rogers — Roxie
Andre Kostelanetz
Wayne King — Easy Aces
Rosa Ponselle
Myrt and Marge — Skippy
New York Philharmonic
Bing Crosby — Boake Carter
Crumit & Sanderson
Waring's Pennsylvanians
True Story — Red Grange
Alexander Woollcott
March of Time
Gertrude Niesen
Nino Martini — Buck Rogers
Boswell Sisters
Detroit Symphony
George Gershwin
Walter O'Keefe
Admiral Byrd — Isham Jones

WHAS 50,000 WATTS CLEARED CHANNEL FULL TIME

Owned and Operated by
The Courier-Journal. THE LOUISVILLE TIMES.

Represented Nationally By EDWARD PETRY & CO.
New York—Chicago—Detroit—San Francisco

XUM

W. Roy McCanne

W. ROY McCANNE, president of the Stromberg-Carlson Telephone Mfg. Co., for 10 years, died Nov. 5 in Rochester, N. Y. He was 55 years of age and death was due to a cerebral hemorrhage. Born in Jacksonville, Mo., Mr. McCanne spent his early years in St. Louis where he entered the telephone field. In 1906 he joined the United States Independent Telephone Co., in Rochester, and except for two years with Eastman Kodak Co., he spent the rest of his life with the telephone concern and its associate, Stromberg-Carlson. During the war he was chairman of the signaling apparatus branch of the War Industries Board and in 1924 was named president of Stromberg-Carlson. Since the company bought WHAM seven years ago Mr. McCanne was one of the leaders in formulation of the NRA code under which the industry operates.

All-Night Station

KJBS, San Francisco, through Ralph Brunton, owner and manager, has asked the FCC for permission to come on the air at 10 p. m. nightly during the winter and at 9 p. m. during the summer. The station now comes on at midnight, transmitting until the following sundown. The proposed time extension would give KJBS 22 hours for continuous program airing during the summer months.

New Modulation Meter

INTRODUCTION of a new type modulation meter, with a companion instrument known as a modulation peak indicator, is announced by the Radio Research Co., Inc., of Washington. The former device is completely A. C. operated and designated for continuous monitoring of the program at the transmitter. Modulation percentages are indicated on a new type high speed meter that accurately follows the program while an additional meter indicates carrier shift during modulation. The peak indicator, it is stated, gives the engineer a new tool with which to work in maintaining quality transmission. It can be adjusted to give a visual indication in the form of a flashing lamp each time a predetermined limit of peak modulation is reached. The company, it was said, now offers a complete line of broadcast maintenance instruments, with the introduction of the new devices.

Marrow Disc Series

J. W. MARROW Co., Chicago (Mar-O-Oil), is recording a series of 52 fifteen-minute transcriptions at the RCA-Victor Hollywood plant for use in the middle west and east. The company nows sponsors a daytime program on the NBC-KPO chain. The network and transcription series are part of a nation-wide merchandising campaign. Hughes-Morton Agency, Los Angeles, handles the account.

Millions of New Money in

NEBRASKA

Farm Buying Power—$300,000,000
Retail Buying Heaviest in 4 Years

This is the greatest year in Nebraska since 1930! Prices for grain and livestock are DOUBLED! The Government is pouring over $37,000,000.00 into the state in AAA benefits! The money is here . . . stores are crowded with buyers . . . retail buying is the heaviest in 4 years!

Get Your Share Through Spot Radio Advertising

Any one or more of these 8 live Nebraska radio stations will do a bang-up job for you. They will help you win distribution—build dealer sales—or, bring you heavy direct mail.
Get actual examples of what radio spot-broadcasting has done for many sponsors in Nebraska and adjoining states. For details and rates address the association office, or any individual station.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr. | KOIL Omaha, Nebr., and Co. Bluffs, Ia. | KFAB Omaha, Nebr., and Lincoln, Nebr.
KFOR Lincoln, Nebr. | WJAG Norfolk, Nebr. | KGKY Scotts Bluffs, Nebr. | KGBZ York, Nebr. | KMMJ Clay Center, Nebr.

Program Rebroadcasting With Local Spots Added Latest Chiseling Stunt

WHAT he terms "one of the rawest attempts of chiselry" that has ever come to his notice is the alleged rebroadcasting of the program of Ubiko Milling Co., Cincinnati, broadcast from WLW, Cincinnati, 12:30 to 1 p. m. Fridays according to Barron Howard, sales manager of WRVA, Richmond. The rebroadcasts, he says, are preceded and followed by local spot announcements.

In a letter from the Frederic W. Ziv, Inc., agency, Cincinnati, dated Nov. 1, WRVA was informed that the Richmond dealer in Ubiko Life Guard Feeds was willing to "consider purchasing a spot announcement to tie-up with this rebroadcast." The agency called attention to the entertainment value of the WLW program, with Oklahoma Bob Albright and his cast of 40 "Kinfolk," and added that "there are some half-dozen radio stations rebroadcasting the program of our client," according to Mr. Howard.

Replying to the agency, Mr. Howard wrote:

"In response to your letter of Nov. 1 you are advised that we have a custom at WRVA of expecting to be paid when commercial programs are handled through our transmitter. We are funny that way.

"In the event that your client is interested in broadcasting on our station under these conditions, you may compute the rate from the enclosed card. It will, of course, be necessary to bill you with whatever extra expense is involved in arranging the short-wage pickup."

Refrigerator Combine

THREE concerns making refrigerators, commercial condensing units and air conditioning equipment have consolidated manufacturing facilities in Detroit and are laying plans for a big advertising campaign. They are the Copeland Refrigeration Corp., Mount Clemens, Mich.; Trupar Manufacturing Co., Dayton, Ohio; and Zerozone Refrigeration Corp., Chicago. New quarters will be occupied Dec. 1 in the Detroit plant formerly used by the Lincoln Motor Car Co. Unwin Advertising Agency, Detroit, handles the account.

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership 3rd
Automobile Ownership . 5th
Radio Ownership. 2nd
Industrial Payrolls 6th

Covered Thoroughly ONLY by

WTMJ
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

Opportunity Rap At Bankers' Door

Wider Use of Radio Is Advise to Promote Good Will

BANKS have failed to take ad vantage of radio as a means o promotion and publicity, but th time is not far distant when finan cial institutions will take to th air on a national basis, in th opinion of Frank A. Arnold, Ne York radio advertising consultan formerly NBC director of develop ment and until recently with A bert Frank-Guenther Law, Inc New York agency. Speaking a the 19th annual convention of th Financial Advertisers Association which met in Buffalo recently, h reviewed the history of financia advertising by radio and took a look into the future.

In the Autumn of 1932, said Mr Arnold, banks began to think seri ously of broadcasting as something more than mere amusement and entertainment. After nearly every other business had tried radio and found it productive, the financia field began to do some serious thinking in an effort to work out a program that would conform to the dignity of the profession.

The 1933 Crisis

SOON most objections were over come and just as the banker was about to burst into the loudspeaker on a national scale, the 1933 mora torium broke up the plans, Mr Arnold recalled. He does not share, however, the view of some that the moratorium deferred, pos sibly indefinitely, the national use of radio for financial advertising.

While few firms have used radio nationally, he explained, it has proved successful to at least 7 banking institutions. He cited a number of instances to carry this point, among them the "Back to Good Times" campaign on the Pa cific Coast sponsored by the Bank of America National Trust and Savings Association.

In addition, he referred to the first network financial program in 1928, sponsored by the mutual sav ings bank development committee, representing 500 mutual savings banks in New York and New Eng land. This program cost some $30,000, quite a sum for institutional advertising in those days.

A Chance That Was Lost

THE LACK of national financial advertising on the air is a lost op portunity, in Mr. Arnold's opinion. In fact, he believes that if clearing houses as associations, or banks individually, had put on an educational and informative series of a frank nature, much of the early 1933 banking difficulty might have been avoided.

Further, he believes that if the stock exchanges had seen the value of radio, an intelligent presentation of their business methods might have prevented passage of the re cent federal law regulating their operations.

Referring to trends in all types of financial advertising, Mr. Arnold takes the position that a large per centage has been either legal or academic.

Until a better form is discovered he feels that institutional adver tising is the most acceptable ave nue of development.

Two New Applications In High-fidelity Band Before FCC on Dec. 17

WITH two of the new experimental broadcasting stations in the new 1500-1600 kc. "high-fidelity" band already in operation, and with two others shortly to be built, the FCC broadcast division has ordered hearings Dec. 17 on applications for two others. One applicant is D. E. Replogle, prominent radio engineer, seeking a new station in Boston on 1570 kc. The other is A. R. Montgomery, of Findlay, O., seeking a station on 1530 kc. there. Both ask for 1,000 watts power.

The Commission requires technical and financial qualifications and evidence of a definite program of research and experiment in the development of transmitting apparatus and audience, placing no ban on the commercial operations of such stations during the experiments. The 20-kilocycle channels available are 1530, 1550 and 1570 kc. Already operating are W2XR, Long Island City, N. Y., licensed to John V. L. Hogan, noted radio engineer, and W1XBS, Waterbury, Conn., licensed to the *Waterbury Republican & American*.

Holding construction permits for two other stations, both on 1530 kc. with 1,000 watts power, are First National Television, Inc., Kansas City, headed by Arthur Church, manager of KMBC, and the Pioneer Mercantile Co., Bakersfield, Cal., operator of an experimental television station.

Buys American Discs

2GB, SYDNEY, Australia, has purchased Australian and New Zealand rights for several new transcription series. The contracts were signed by Miss Grace Gibson, who has just returned to Australia after a month's trip to the United States. Besides using discs for its own purposes and selling them to other broadcasters, the station is New South Wales distributor for Radio Transcription Company of America.

Radio Release, Ltd., sold 2GB four series of 13 episodes each, including "Boulevard of Make Believe," "Police Reporter," "Slick and His Boys" and "Royal Intrigues"; World Broadcasting System 26 episodes of "Love Making, Inc."; Tom Wallace-Universal Productions, 30 programs of "Chico de Verdi and His Gypsy Orchestra"; R. U. MacIntosh and Associates, 71 episodes of "Bill, Mack and Jimmy"; Electro-Vox, 13 episodes of "The Thirteenth Window of the Jay Pagoda"; and Freeman Lang, 50 programs of the Kay White dramatic stories.

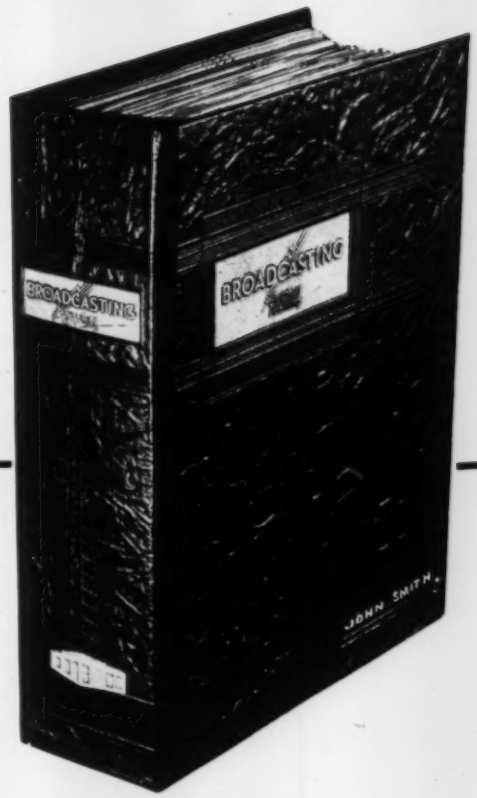
Greist-Gardner Join

E. HAROLD GREIST, formerly with Batten, Barton, Durstine & Osborn, who recently established a new advertising agency in Chicago, has joined forces with Gardner Advertising Co., New York, St. Louis and Louisville agency. The new firm name will be Gardner-Greist Co., with Mr. Greist heading the combination's new Chicago office at 135 South LaSalle Street.

USE WKBF TO REACH THE NATIONS 13TH RETAIL MARKET

INDIANA'S
• Only NBC Outlet •
INDIANAPOLIS, INDIANA

D. E. "Plug" Kendrick, *General Manager*
L. I. "Jake" Jaquier, *Commercial Manager*



BOUND To Give Greater Value

MANY SUBSCRIBERS want to preserve their copies of BROADCASTING because of its future reference value. They prefer to avoid the chance that the supply of past issues, to which they may want to refer, will be exhausted. Indeed, it is next to impossible now to get many of the past issues of BROADCASTING because of the great demand from subscribers.

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow metal binding strip does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

Price $3.00 Postpaid

(Your name in gold 25c extra)

BROADCASTING
Broadcast Advertising

870 National Press Bldg. Washington, D. C.

Telling Listener What's on Air

(*Continued from page 7*)

with their copy, and they print it as it comes over the wire, or in the mail in "mat" form. Naturally this information is not the best available. News services are planned to serve all newspapers and the same copy is sent to each paper. In other words, their copy blankets the United States, and therefore no special treatment can be given individual newspapers.

While papers in Florida print programs of the key stations for NBC and CBS—WEAF, WJZ and WABC—few of these programs come into the state. The other fallacy of such an arrangement is that while there are two NBC programs listed, only one program can be broadcast at a time by Florida stations, since the state is a member of the Southeastern Group and can be hooked up with either WEAF or WJZ, but not simultaneously. To use a concrete example: On Sunday at 8 p. m., the Chase and Sanborn show goes into Florida, but the General Motors program on the air at the same time, does not go anywhere near the Sunny South, yet is listed in the Florida press. It can be seen that the same situation applies to CBS programs, but to a lesser degree because it is one network.

Other Confusion

THEN, SPLIT networks and rebroadcasts lead to confusion in program listings. Naturally it depends on the sponsor as to how many stations comprise a split network, or what stations are hooked up for a rebroadcast, and therefore news services cannot handle them adequately. In this type of program listing are the terms describing what part of the networks are used, but there are programs listed as being only east, which really go as far west as St. Louis, while others marked basic network go into Texas. Other programs marked basic skip Boston, Chicago and Detroit.

Florida was used as a basic case but any state served by the supplementary networks would supply the same purpose. The same thing is true of cities on the basic networks, but to a much lesser degree because the three networks can be heard in this territory. Possibly the sin lies in the marking of these programs with the key station call letters. This practice dates back to the time when the networks first started broadcasting. It should be a better policy to list these programs under their respective heads—such as Southeastern Group, Mountain Group, or Florida Group, etc.

Better Publicity Needed

PUBLICITY departments of the independent and network stations in these smaller cities are lax in correcting this evil. They seem to leave it up to the New York offices of the networks. Newspaper publishers do not care whose copy they use, news service or station, so long as no more space is taken and in most cases the lineage could be reduced. The expense to stations of compiling these program schedules would be small, a half days' time and a typewriter sufficing. With the day of the DX listener gone, the alibi that the listener may try to tune in the basic network does not hold water, nor is it likely that the present day listener goes "fishing" for his radio entertainment.

Possibly the best solution would be to discontinue the syndicated radio programs altogether and transfer this work to the stations. Let the networks furnish all the information, but let the individual station edit it, and dispense it to fit the community. Such a system would be a boon to the spot broadcaster who today does not get in the program listings of the news services. And this being done, let each radio station check its program schedules after they appear in the press, a task that is too large for the networks to do as often as they would like.

This would be an excellent way for each radio station to build good will and it would help clarify the question as to what stations give good service to each city, town, and hamlet. Naturally the editor of a newspaper would not list programs of a radio station located a hundred or more miles from his city, and if he had any doubts he could ask his subscribers what stations they listen to regularly. Every advertising agency today has a different idea as to what radio station is audible in a certain city. Spotlight advertisements in newspapers show this very clearly, every advertisement having a different station spotted.

A Study of Premiums

ASIDE from the above survey the writer conducted another study, some six months ago, which also is a means of arriving at the above solution. This study endeavored to find out how long it took to receive replies from premium offers made over the air. Most of the offers asked for a box top or some other part of the package. Of the 12 premium offers solicited at random, 33 1/3% were received within one week, 66 2/3% were received within ten days, and 92% were received within two weeks. The remaining offer came in a few days later.

The first offer was received in five days, but the surprising thing is it took that long, since the program consisted of a four-station hook-up and the premium was mailed from a city not over 50 miles from New York. This is a poor policy because a radio announcer's talk arouses the listener's enthusiasm to buy the manufacturer's product. He then mails in the part of the box asked for and if no reply is forthcoming for a week or two, enthusiasm wanes. If this test had been conducted from any other city than New York, the time taken for replies probably would have been much longer. The letters in this test were all typewritten to eliminate confusion in copying the return address and were mailed from the Grand Central post office to get the letter to the manufacturer in the quickest possible time.

Distribution Points

IF THERE could be set up a series of central points throughout the country to handle this premium mail, it should be in the hands of the applicant within 24 to 36 hours after the letter is received. The delay, no doubt, is caused by mail being sent to one point and dispensed there—a bottleneck causing confusion and delay.

Advertising agencies say that a frequent cause of delay is a shortage of premiums, manufacturers usually underestimating the response. With central distributing points mail would be received days before it would ordinarily reach its destination. The manufacturer then could be advised as to the public's response and could estimate how many premiums to re-order.

As it is today the manufacturer does not know how his premium offer is being received by the radio audience until a week after the original offer is made. With central points, he could keep informed from day to day. More important, premium mail in response to an offer made over an independent station should be separated from network mail. Sponsors, I have been told, are shy about submitting these letters, fearing they show how successful, or unsuccessful, was their offer.

Better Service

BUT IF ALL this mail were tabulated at central points and final figures sent to the main office, no one would know how any individual manufacturer fared with his premium offer, since all such mail would be pooled in each central point and lose its identity. All that is wanted from this mail is the name and address of each applicant and the station over which the program offer was heard. A system such as this would cost more money than the present, but the radio audience would receive better service and the broadcasting industry would be able to compile information which advertisers have been wanting for years. This data would be a direct check on what stations are listened to regularly by the radio audience and would supply a check on the coverage of each radio station. The tabulation of these millions of letters could be carried on daily, thereby checking on the change in popularity of any radio station at any given time. As it is today, no one can say what stations are of ranking popularity in each community.

With the radio audience receiving better program information in the various communities, and sponsors, advertising agencies, and broadcasting companies getting a true check on what radio stations are popular in each community, two of the most important questions which confront the radio broadcasting industry would be solved.

A NEW local station to operate daytime hours only with 250 watts at New Britain, Conn., was authorized Oct. 16 by the FCC which granted the application of William J. Sanders of that city.

DETROIT SUNDAY TIMES (PHONE CHERRY 8000)

PART 1, PAGE 11

Telephone Operators Are Busiest Persons in Broadcasting Salons

DOMESTIC

The Loudspeaker

As Many as 1,500 Calls an Hour Come from Listeners to Studio Switchboards

By LOUIS KIBB

Sanderson, Crumit Drive to City for Radio Broadcasts

A NEW ROBIN ON THE AIR

Radio Personalities

Grace Allen Reveals How Back Stage Meeting Ended in a Happy Marriage

By HARRIET HEWER

'IT'S GOOD'

Vivienne Segal Seeks New Laurels As Radio Soprano

'If Life Begins at Forty'

By FRED ALLEN

Ready for New Season

By COL. STOOPNAGLE AND BUDD

Turning the Dials

By HARRY HIBBS

SYNDICATED RADIO PAGE—This page is sent to all Sunday Hearst newspapers and run with the local radio page. It is the first radio page to be syndicated. The idea is spreading to other newspapers.

ASCAP Replies to U. S. Suit

(*Continued from page 14*)

whether or not the holder of the license for the single number is adhering strictly to his license or simply using it as a cloak or subterfuge to infringe the entire repertory of the Society." It held that it had no application for individual numbers until the NAB "defeated in its attempt to secure legislation detrimental to the Society, conceived the idea of asking for single numbers in negotiations with the Society in order to use such negotiations as a basis of complaint."

Cost of Music

IN DENYING the allegation in the government suit on "restricted numbers," the Burkan brief states that never in the history of ASCAP was a request made for permission to give a public performance of a single number or group of numbers until recently, "when such requests were made at the instigation of the National Association of Broadcasters for the sole purpose of harassing the Society, and laying the foundation for a lawsuit."

"Were it not for the existence of the Society," the answer continues, "not a single one of its licensees could hope (if he conducted his business according to the present amusement policy) within the cost of what he is at present paying the Society, to negotiate with individual copyright owners and secure as wide a selection of music as is available under Society's license for anything like the present cost to him. If the users of music really desired Society to be dissolved, there could be but one conclusion drawn from an expression of that desire and that would be that there is an intention toward wholesale piracy of the works of unorganized individuals."

A broadcasting station, it is brought out, on the average plays more than 500 musical titles in a full day of operation, running the entire gamut of old-time and modern, domestic and foreign, popular and classical music. "No matter how good his intentions," the answer states, "the average user of music could not possibly, within a reasonable time, establish a practical contact with the owners of the copyrights, in the music which he would have to use to present balanced and attractive programs. A failure to establish such contacts would leave him in the position of either infringing the right or not doing the work. In either case, he is confronted with a substantial hardship and hazard."

Newspaper Stations

OMISSION is made by ASCAP of the special preferential contract given to stations owned 51 per cent or more by newspapers. On this score, it states that the rates are lower than paid by other stations and is made "for the reason that newspaper-owned radio broadcasting stations do not sell advertising time upon any substantial scale and are not operated primarily for the sole purpose of obtaining revenue from commercial advertisers, but on the contrary, such broadcasting stations are operated as semi-public media for the dissemination of news and other matters of general interest."

Instead of paying a sustaining fee plus a percentage of gross receipts, the newspapers accepting the preferential contract pay four times their established sustaining fee which is arbitrarily fixed, and which results in a substantial reduction as compared with comparable non-newspaper stations. Originally ASCAP stated this discriminatory contract was given newspaper stations because of the contributions they had made in promoting music through news items in the newspapers.

In conclusion, the petition asks that the government suit be dismissed with costs.

For the MPPA a brief petition, categorically denying all allegations, was filed by the law firm of Gilbert and Gilbert, New York.

Receivers of Premiums Act as Jury to Decide Merits of Orchestras

HOUSEWIVES who have sent in box-tops from Silver Dust packages to secure premiums were members of the jury in an eight-way program trial which the agency, Batten, Barton, Durstine and Osborn, Inc., staged Nov. 9. Four programs from the two CBS radio playhouses in New York were fed to the ballroom of the Hotel Astor, where 2,000 housewives had been invited. Among the presentations was the one currently sponsored by the Gold Dust Corp.—Rollo Hudson's Band with Paul Keast—which therefore had a chance to succeed itself.

As in other jury trials, however, the last word did not rest with the veniremen—or venirewomen. The client expected to use the relative votes received by the eight programs, which were designated to the jury only by number, without talent identification, as guidance in choosing a presentation for the future. But if the vote should be very close between two or more programs, the sponsor reserved the right to take other factors into consideration in making the final decision.

On the other hand, the ensembles which participated in the competition were assured that the popular vote would not be ignored by any means, since the client's sole object in arranging this type of audition was to get the benefit of the judgment of the audience to which the company makes its sales.

Care was taken also to see that the jury was representative of people who have bought Silver Dust as a result of visual advertising as well as those who have heard the radio campaign in the past.

UNITED AMERICAN BOSCH Corp. offers listeners a chance to join the "Radio Explorers' Club," title of its current NBC series. The listener sends in the age of his radio set and receives a membership certificate, map, radio log and badge.

Code Meet Nov. 15

THRICE postponed because of illness of members, the Code Authority of the Broadcasting Industry was to meet in Washington Nov. 15 to consider recommendations for code alterations made at the general code session in Cincinnati Sept. 20, along with routine matters. Another problem commanding the board's attention is that in connection with the movement of the American Radio Telegraphists Association to have announcers of KROW, Oakland, and KTAB, San Francisco, classified as technicians for salary and working hour purposes. A hearing on the former point was held Nov. 6 before the State Compliance Director of NRA at Los Angeles, and a hearing on KTAB was scheduled for Nov. 13. The Code Authority is keeping in touch with the matter because of its possible effect upon the industry in general.

Albers Disc Campaign

ALBERS BROS. MILLING Co., Seattle, manufacturers and distributors of flap jack and buckwheat flour, oats, tapioca and other edibles, early in December will launch a transcription campaign on 14 west coast stations. Campaign will be handled by the Seattle office of Erwin, Wasey & Co. The transcriptions were made by Recordings, Inc., in the form of 18 five-minute musical programs.

RADIO OUTLINE MAPS of the United States

Every city in the U. S. having a radio station as of August 15, 1934, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½ x 11¼ inches, printed on white ledger paper that permits the use of ink without smudging.

PRICES

25 Copies..... $2.00
50 Copies..... $3.75
100 Copies..... $5.00
Single Copies.....10c

BROADCASTING
Broadcast Advertising
National Press Building
Washington, D. C.

KJR
SEATTLE

The Northwest's Pioneer
High Powered Station
is
Having the *Biggest* Year
Since
Its Founding In 1922

•

POWER
POPULARITY
+
GUARANTEED TIME

Produces results when results can be obtained

For information consult:

EDWARD PETRY & CO., Inc.

New York • Chicago • Detroit • San Francisco

XUM

Agency Adds to Staff

LORD & THOMAS, San Francisco, has added three men—Harold W. David, John Eggers and Carl H. Von Breton—to the research and merchandising staff. Under direction of Stanley Plumb, they will work with the retail trade on the Pacific Coast from San Francisco north.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

The Other Fellow's Viewpoint . . .

Wants More News

To the Editor of BROADCASTING:

I have been very much interested in reading details of the controversy between the publishers and a group of radio broadcast enthusiasts over the question of the alleged inadequacy of the news broadcasts on the long waves in the United States, and without venturing to offer an opinion or to take sides either way in that controversy, I would very much like to call to your attention a situation which greatly interests all of us who are living beyond the continental limits of the United States. I refer to what I regard as the inadequacy of the news broadcasts on the short waves from the United States.

Unfortunately, the newspapers printed south of the Rio Grande and the Gulf of Mexico do not carry and can not carry as adequate and as complete coverage of states news as the papers printed in the states, with the result that the radio of a necessity must, and should supplement United States coverage.

I believe if a method can be developed whereby the foremost short-wave stations in the United States would carry fuller and more comprehensive news concerning the United States, radio will be performing a genuine public service for our Government and will be contributing largely towards creating good will.

One of the chief values of radio receiving sets to people in foreign countries and particularly Americans, is their facility for bringing into the homes latest and complete news bulletins. Prior to the signing of the existing agreement between NBC and Columbia and the publishers, KDKA and the Pittsburgh press were doing jointly a grand job via the short waves. Americans in the tropics were able to keep fully abreast at frequent intervals during the day of developments in the United States and in other countries. This service has since been abandoned and we are now forced to rely on the five-minute service in the evening because due to atmospheric conditions there are few of us who succeed in receiving the early morning broadcast.

The short evening period of a necessity touches only the high spots and is intended for an audience which has the opportunity to receive more details from the suggestion to "read your daily newspaper." We, in the tropics—and there is a very large English-speaking population scattered all the way from Laredo and Juarez through to Santiago and Buenos Aires—do not have the opportunity to read daily American newspapers. I feel, therefore, that if a system can be evolved whereby the short waves can carry fuller and more comprehensive reports about the United States, a grand public service will be performed.

I feel particularly keen on this subject because England, Germany, Spain and France are devoting much attention to the dissemination of information to foreign countries via the short waves. At least twice every afternoon (Central Time) British broadcasting sends out a very comprehensive news broadcast on beams directed to Central and South America; every evening Germany not only sends a full time German broadcast but also puts on a program in English intended for overseas consumption.

The short waves have been very fine in carrying presidential speeches, the recent world series broadcasts and other major events but my complaint is directed chiefly against what I regard as the inadequacy of the day to day broadcast on current events.

This broadcast need not [be] propaganda at all but it can [be] intelligent coverage of the [news] which will permit informative [dis]cussion of developments other [than] those stories which make the [big] page headlines. I do not think [the] service will interfere either [with] the daily sale of newspapers [be]cause we in the tropics do not [have] the opportunity to buy our favorite papers several times a day; [the] radio therefore should give us [the] 5 o'clock editions as well as [the] early morning and "home" edi[tions].

LEO R. SACK,
American Minister,
Legation of the U. S.,
San Jose, Costa Rica.

Union's New Spots

UNION OIL Co. of California, [Los] Angeles, late in November plans [to] release a series of 1-minute tran[s]cribed announcements over [Pa]coast stations. The Los Angeles [ad]office of Lord & Thomas has [had] the account. The campaign will run through Dec. 15 with three [daily] and night announcements each. The campaign is for the firm's new motor oil, "Triton." Hollywood studios of RCA-Victor Co. tran[s]cribed the programs.

ALL station and agency YEAR proofs should be returned to BROADCASTING before Dec. 15.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Wanted to Buy

WANTED—To buy or lease 100 or 250 watt station located in city from 80 to 1[00] population. Give price, terms, and [full] area covered in replying. Box 241, BROADCASTING.

Positions Wanted

Radio Executive would like to make connection with progressive station or [ad]. Six year record successful production promotion local and chain programs sales. Four years with present company managerial capacity but prefer change during year. Box 242, BROADCASTING.

Engineer, 12 years' experience, [main]nance, installation, operation. Available on short notice. Box 240, BROADCASTING.

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
(Interchangeable with U. V. 857 and W. E. 266A

● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

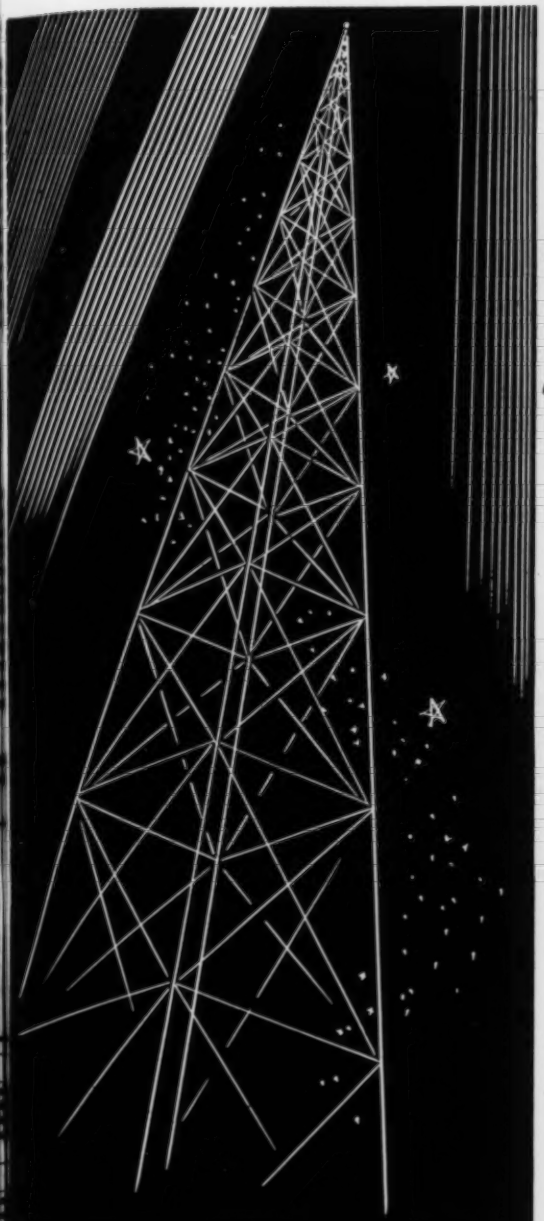
RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.



something to broadcast

DAYTIME RADIO PAYS

If you want to reach a "class" market of women follow the lead of other Chicago advertisers who, more and more, are using daytime radio on WMAQ and WENR. Specifically for the month of September 63% of the local sponsored time on these two NBC stations was daytime (in February, 1934 the ratio was only 51%). This increase is indicative that daytime radio at one-half evening rates is producing results for advertisers of a variety of products used in the home.

Ask us for detailed information on rates, available time, and results of other daytime advertisers.

WMAQ AND **WENR**

BASIC NBC RED NETWORK

BASIC NBC BLUE NETWORK

CHICAGO

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KPO, KGO & KYA

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR